



The Canadian Public Relations Society, Inc.
La Société canadienne des Relations publiques, Inc.

NEWS RELEASE

CPRS Acknowledges Excellence in Public Relations

TORONTO, ON, Thursday, June 22, 2005 – The Canadian Public Relations Society (CPRS) today announced the recipients of its Awards of Excellence program. Many public relations practitioners from all over Canada attended a highly successful, annual awards ceremony as part of the Canadian Public Relations Conference held in Calgary last week.

The recipients of the CPRS 2005 Awards of Excellence are:

- **Communications Management:** Stéphane Duval, Paul Wilson of Labatt Bleue and Marie Morneau of Hill & Knowlton communications et affaires publiques for « Compagne du Parti Bleue » (Montreal, QC)
- **Community Relations:** Marcia Andreychuk of The Family Channel for “Anti-bullying program” (Toronto, ON)
- **Media Relations:** Lubor Keliar, Don Hogarth and Andrew Berthoff of Environics for “PureTraces.com Vote Music!” (Toronto, ON) and Tracey Bochner, APR, Cara Epp, Jacqueline Mazereaw, Diane Bellissimo, Sylvia Sicuso of APEX Public Relations and Clive More of ConAgra Foods Canada Inc. for “Turkey Timing: Making Butterball stand out in a crowd” (Toronto, ON)
- **Special Events:** Larry Lewin, President, Niagara Fallsview Casino Resort for “Valentine’s vow renewal ceremony” (Hamilton, ON)
- **Print Projects:** Mike Goldrup of Region of Peel for “Smoke-free bars campaign” (Toronto, ON)
- **Internal Communications:** Stephanie Baxter and Felicia Shiu, APR of AstraZeneca Canada Inc. for “Building our Future – Phase Two – Demo Day II” (Toronto, ON)
- **Electronic and Interactive Communications:** John Muldoon, APR, Fellow CPRS of Toronto District School Board for www.tdsb.on.ca Communicating the value of TDSB Education” (Toronto, ON)
- **Audio Visual Projects:** Sharon Stevens, APR and Wendy Heshka of Communication Solutions Inc. for “Place in the Sun” (Vancouver, BC).

Besides these Awards of Excellence, the CPRS presented its Major and Special Awards.

The recipients of the CPRS 2004 Major Awards are:

- **CPRS Lamp of Service:** Mary Barker, APR, Halifax, NS
- **CPRS Outstanding Achievement Award:** Don LaBelle, APR, Fellow CPRS, Edmonton, AB
- **Philip A. Novikoff Memorial Award:** James E. Toccacelli, APR, EDS Canada, Toronto, ON.
- **Norman A. Dann Lectern:** Société des relationnistes du Québec and CPRS Vancouver Island .
- **Emery LeBlanc Membership Achievement Award:**
 - under 75 members: CPRS Regina
 - over 75 members: CPRS Ottawa / Gatineau and CPRS Calgary.

Recipients of the CPRS Special Awards are:

- **Don Rennie Memorial Award for Excellence in Government Public Relations:** Tara Diefenbacher and Peter Busatto of The City of Guelph's Environment & Transportation Group for "Outside Water Use Program Communications Plan" (Guelph, ON)
- **CPRS/CNW Group Student Award:** Rosalind Crocker, Royal Roads University (Victoria, BC)
- **Frontline Risk and Crisis Communications Student Award:** Nekolina Berlie, University of Calgary (Calgary, AB), Alex Vondette, Centennial College (Toronto, ON), Rina Blacklaws, Mount Royal College (Calgary, AB).
- **Edelman/Stanley Houston Student Award:** Luc Levasseur, Seneca College (Toronto, ON).

The Canadian Public Relations Society (CPRS) is the Canadian professional association representing more than 1,600 public relations practitioners in 16 Member Societies across Canada who commit to following a Code of Professional Standards. The Society offers a program of professional accreditation in public relations (APR), professional development and education programs affiliated with various colleges and universities, a job registry, networking opportunities, annual national conference, a directory of all members and a forum for information sharing.

Pierre Pontbriand, ARP and Guy Litalien, ARP, co-chairs of the CPRS National Awards Committee wholeheartedly thank all of the sponsors and proudly congratulate all of the finalists in the 2005 Awards program.

Photographs of the awards ceremony are available upon request.

For more information on the award criteria or interviews please contact:

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