



The Canadian Public Relations Society
CPRS-Northern Lights

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For immediate release

Cariboo PR Practitioners Win Major Award

Two public relations professionals from north-central BC emerged as big winners at the Canadian Public Relations Society National Awards of Excellence ceremony, held last week in Vancouver.

Shelly Burich, Manager of Communications, Cariboo Regional District and Matt Wood, Communications Supervisor, City of Quesnel won one of the most prestigious major awards: The Don Rennie Award for Excellence in Government Communications. This award recognizes outstanding team achievement in developing and executing a strategic approach to government communications on a specific issue.

Their submission, *The Cariboo Regional District and the City of Quesnel: Building Communities Together* was unique, bringing together both regional and municipal governments on a singular project. Matt and Shelly led a collaborative communications program to support a referendum asking for residents' approval to borrow up to \$15 million to construct a new Multi-Centre for the North Cariboo. The program achieved tremendous success in meeting its two main objectives – to increase voter turnout and to provide information about the project so voters could make an informed decision.

“CPRS is pleased to recognize excellence in the practice of public relations across the country, and the project submitted by Matt Wood and Shelly Burich is a leading example of how the public relations function can work together across different levels of government and provide the public with timely, accurate information to help them make an informed decision. I congratulate Matt and Shelly for their outstanding work,” says CPRS National President Dr. Terry Flynn, APR, FCPRS.

The National Awards of Excellence recognize outstanding public relations programs and projects completed within the last two years by public relations practitioners. These awards are exclusive to organizations of the Canadian Public Relations Society and are a tremendous prestige for individuals and teams as they showcase Canada's best public relations talent at work.

As part of the award, Matt and Shelly received \$800, which they are using to develop a bursary to support a high school student who is entering post secondary to study any of the fields of communications, public relations or journalism

“We are thrilled but not surprised that the calibre of work in the north central region has been recognized Canada-wide,” said Alyson Gourley-Cramer, CPRS-Northern Lights President. “Both Shelly and Matt are exceptional practitioners who are actively involved in our society, and have continued our tradition of winning public relations awards on a national scale.”

Last year CPRS-Northern Lights won both the Lectern Award demonstrating advancement in its purpose and goals through professional development and the Membership award based on annual net membership growth.

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CPRS Northern Lights

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