

## **2007 Ruth Hammond Scholarship Winner Announced**

Toronto, Ontario – Kelly Skinner, Halifax, Nova Scotia, is the 2007 winner of the Ruth Hammond Scholarship, awarded annually to a public relations student in the final year of the Bachelor of Public Relations program at Mount Saint Vincent University (MSVU), Halifax, Nova Scotia.

A 2004 graduate with distinction of J. L. Ilesley High School, Halifax, she has been on the Dean's First Class Honours list at Mount Saint Vincent and has been the recipient of a renewable In-Course Merit Scholarship as well as having been honoured with the Sister Romaine Bates Scholarship, the Public Relations Alumnae Endowed Scholarship, a J. L. Ilesley Teacher's Award and the Caster Rack Systems Scholarship. She will graduate in Fall 2008.

Skinner is currently completing her final co-op work term as communications coordinator at the IWK Health Centre Foundation in Halifax, where she also completed her second co-op work term last winter. At the Foundation she has assisted in the development and implementation of a communications plan for the 2007 IWK Radiothon on C100-FM, resulting in more than \$400,000 in pledges and helped coordinate production for the 2007 IWK Telethon for Children on CTV, resulting in more than \$4.8 million in pledges. In addition, she developed and managed an internal staff newsletter and media component of several major events.

In her first co-op work term Skinner was a marketing coordinator with the Nova Scotia Sport Hall of Fame, Halifax, where she developed a communications plan for the opening of the new Hall of Fame facility, assisted with a capital campaign, wrote special feature stories for the sports section of the Chronicle Herald and also prepared and pitched a concept for a Great Sports Moments package to radio stations in Nova Scotia.

"I have worked with Kelly at IWK and have seen her in action as a volunteer at the East Coast Classic," says Leanne Beddow, Co-Director, Communications, IWK Health Centre Foundation. "Her public relations knowledge, initiative and professional attitude make her a tremendous asset to any team. The Mount has prepared her well for the workforce."

A seasoned public relations practitioner, Skinner has volunteered for the Nova Scotia Sport Hall of Fame, the East Coast Classic and the Learning Disabilities Association of Nova Scotia's LINKS program. She has also been a member of the Mount Saint Vincent Public Relations Society.

MSVU is recognized for its academic excellence and creative learning approaches. With approximately 4,500 students from across Canada and around the globe, it offers 35 undergraduate degrees in liberal arts, sciences and an array of professional programs.

The Ruth Hammond Scholarship was established by Ms. Hammond's friends and colleagues in the Canadian Public Relations Society (Toronto) to honour her lifetime commitment to public relations education in Canada. The scholarship, currently awarded by MSVU, acknowledges a student who has completed at least two public relations co-op work terms and who has demonstrated outstanding academic achievement, leadership abilities and dedication to establishing a career in the public relations field.

The Ruth Hammond Scholarship monies are managed by the Communications and Public Relations Foundation. The Foundation promotes the advancement of communications and public relations as vital functions in society, is dedicated to the public interest, and is committed to increasing public knowledge and awareness of the role of communications and public relations in daily life. The Foundation accepts individual and corporate contributions towards research and educational initiatives nationwide.

For more information about the Foundation and its public relations educational initiatives, contact Barbara Sheffield, Chair, Communications and Public Relations Foundation, Suite 1515, 73 Widdicombe Hill Blvd., Toronto, Ontario, M9R 4B3, or phone 416 242-6146 or e-mail [foundation@prmediacommunication.com](mailto:foundation@prmediacommunication.com).

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