

MAJOR AWARD ENTRY FORM

The CPRS Entrepreneurial Leadership Award

This Award recognizes an accredited Canadian public relations practitioner and entrepreneur who has created and grown one or more successful communications businesses over the years, making a substantial contribution to the advancement of the profession and the prosperity of the Canadian economy. The business has provided exceptional counsel to clients and thereby advanced the status and acceptance of the public relations function.

This individual has shown entrepreneurial risk tolerance, tenacity and leadership in starting a public relations or other communications consulting business, building the company and creating employment for others in the industry. By operating a business for a sustained period, they have demonstrated resiliency and management skills that are bold and inspiring to other individuals and businesses.

The recipient has also shown themselves to be generous in providing advice and mentorship to other members of our profession in encouraging or creating similar business success.

NOMINATION FORM

CANDIDATE
Name
Title
Organization
Address
Telephone
Email
NOMINATOR
Name
Title
Organization
Address
Telephone
Email
Signature



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CRITERIA

To be considered, nominators must demonstrate how their candidate fulfills the following criteria. Please keep answers brief (point form is encouraged) and include quantifiable evidence when possible.

- This award is open to practitioners with their APR designation and who are CPRS National Members in good standing.
- The nominee must be an owner or CEO of a business that they founded or co-founded and have operated for at least five years.
- The business should have demonstrable success in profitable growth and have attained annual revenue of at least \$500,000.00 annually. (A CPA accountant for the business should be available for potential questions).
- The nominee has shown strategic and innovating thinking on how they have built their business.
- The nominee has demonstrated social responsibility through volunteering with charitable organizations and/or philanthropic support.
- The nominee has made themselves available as a mentor or source of advice to other aspiring entrepreneurs.

Deadline: Please submit this form to awards@cprs.ca by April 4, 2025 at 11:59 PM ET.

This award was created and endowed by Bruce MacLellan, APR, FCPRS who is founding CEO of Proof Inc., the largest wholly Canadian-owned public relations agency. Bruce has practiced public relations for four decades and been a co-founder of several communications and public relations consultancies over the years, employing hundreds of practitioners at various times across Canada and the United States.