



## 2011 IABC/Toronto OVATION Award Winners

### Community Relations

#### **Excellence Award Winner**

*Active and Safe Routes to School*  
**Halton Region**

*Jennifer Jenkins, Halton Region/Halton District School Board; Anna Larson, ABC, Halton Region; Marnie Denton, Rita Radice, Halton District School Board*

### Customer Relations

#### **Merit Award Winner**

*Online Loans – Rollout to Existing Clients*  
**John Hancock Retirement Plan Services**

*Paree Katharos, ABC, Antonina Strain, Andrew Ross, Carrie Reinhardt, Noemi Chellew, David Loop, Carol Miller, Sooah Min, John Hancock Retirement Plan Services; Saul Ives, Voicewalk, Inc.; Aviva Rabinovici, AR Communications Inc.*

### Community Relations

#### **Excellence Award Winner**

*Creative Minds: Raising Awareness and Reducing Stigma through the Arts*

**Ontario Shores Centre for Mental Health Sciences**

*Susan Nakhle, Chris Bovie, Andrea Worrall, Jordan Leroux, Sandy Ravary, Ontario Shores Centre for Mental Health Sciences*

### Media Relations up to 50K

#### **Excellence Award Winner**

*Pain: An emerging public health crisis*  
**Argyle Communications**

*Rob McEwan, Caroline De Silva, Kristina Rikunova, Daniel Tisch, Argyle Communications*

### Community Relations

#### **Merit Award Winner**

*Rename Sherbourne Park Contest*  
**Waterfront Toronto**

*Michelle Noble, Samantha Gileno, Andrea Kelemen, Hanna Rynkiewicz, Waterfront Toronto*

### Media Relations up to 50K

#### **Excellence Award Winner**

*HMV gets customers closer to the stuff they love*  
**Elevator Communications Inc.**

*Lori Cooper, Melanie Rego, elevator communications inc. team*

### Community Relations

#### **Merit Award Winner**

*Best Buy Canada Best in Class Fund*  
**Weber Shandwick Worldwide**

*Lindy Frank, ABC, Weber Shandwick Canada; Danielle Jang, Best Buy Canada*

### Media Relations up to 50K

#### **Merit Award Winner**

*Maple Leaf: For the Love of Bacon*  
**Argyle Communications**

*Alison George, Mackenzie Keller, Daniel Tisch, Argyle Communications*



## 2011 IABC/Toronto OVATION Award Winners

### Media Relations up to 50K

#### **Merit Award Winner**

*HOOPP speaks out on Canada's retirement income crisis*

#### **Argyle Communications**

*Daniel Tisch, Roanne Argyle, Debra Chan, Kaleigh Sainthill, Leily Shafae, Argyle Communications*

### Media Relations up to 50K

#### **Merit Award Winner**

*RestoreSensor™ Media Launch*

#### **Medtronic of Canada Ltd.**

*Katherine Power, Medtronic of Canada; Terance Brouse, Peter Rose, Jane Wilcox, ABC, Xposure PR*

### Media Relations up to 50K

#### **Merit Award Winner**

*Home for the Holidays with Cadbury Home Entertainment Products*

#### **Broad Reach Communications**

*Andrea Lekushoff, Katherine Clark, Julie Andras, Leslie Booth, Broad Reach Communications*

### Media Relations up to 50K

#### **Merit Award Winner**

*Creating Awareness before the Storm*

#### **RSA**

*Corporate Communications, RSA Canada; Apex Public Relations*

### Media Relations up to 50K

#### **Merit Award Winner**

*Stanfield's The Guy At Home In His Underwear*

#### **Environics Communications**

*Jenn Duggan, Anne Locke, Jordana Wolch, Alison Dresser, Environics Communications*

### Media Relations up to 50K

#### **Merit Award Winner**

*Promoting Canada's Sugar Beach*

#### **Waterfront Toronto**

*Michelle Noble, Samantha Gileno, Andrea Kelemen, Tari Stork, Candace St. Louis, Hanna Rynkiewicz, Waterfront Toronto*

### Media Relations up to 50K

#### **Merit Award Winner**

*Future Shop Back-to-School 2010 Public Relations Campaign*

#### **Future Shop**

*Elliott Chun, Future Shop*

### Media Relations up to 50K

#### **Merit Award Winner**

*Best Buy Canada 2010 Holiday Campaign*

#### **Weber Shandwick Worldwide**

*Lindy Frank, ABC, Weber Shandwick Canada; Danielle Jang, Best Buy Canada*

## 2011 IABC/Toronto OVATION Award Winners

### Media Relations 51K to 100K

#### **Excellence Award Winner**

*Caribbean Week in Canada*

#### **Argyle Communications**

*Daniel Tisch, Roanne Argyle, Debra Chan, Caroline De Silva, Leily Shafae, Kaleigh Sainthill, Kendra Dubyk, Shawn Yu, Argyle Communications*

### Media Relations 51K to 100K

#### **Excellence Award Winner**

*Canada Takes Down the Double Down*

#### **Strategic Objectives**

*Yum! Canada and Strategic Objectives*

### Media Relations 51K to 100K

#### **Excellence Award Winner**

*Creating Eminence for Deloitte by Leveraging the 2010 Canadian Federal Budget*

#### **Broad Reach Communications**

*Andrea Lekushoff, Terance Brouse, Gwen McGuire, Kathie Lynas, Heather McCulligh, Broad Reach Communications*

### Media Relations 51K to 100K

#### **Excellence Award Winner**

*Allstate Canada's Action Against Distraction Campaign*

#### **Thornley Fallis Communications and Allstate Canada**

*Jo Langham, ABC, Jennifer Gordon, Jennifer Fox, Thornley Fallis Communications; Amy Woods, Lindsay Wright, Kevin Wilson, Helen Bauer, Yvan Gelin, Louise Langlois, Allstate Canada*

### Media Relations 51K to 100K

#### **Excellence Award Winner**

*Canadian Tourism Commission: Locals Know/Gold Medal Getaways*

#### **DDB Public Relations**

### Media Relations 51K to 100K

#### **Merit Award Winner**

*George Brown College's "Toronto Next" Campaign*

#### **APEX Public Relations**

*Ken Evans, Tanya Elliott-Briden, Shannon Morton, Dan Ovsey, Brock Penner, APEX Public Relations; Brian Stock, George Brown College*

### Media Relations 51K to 100K

#### **Excellence Award Winner**

*Launch of THRiVE Chequing, an online, no-fee daily chequing account*

#### **MAVERICK Public Relations**

*Julie Rusciollelli, Stephen Rouse, Buket Oktem, Magda Jarota, MAVERICK Public Relations; Lisa Naccarato, ING DIRECT*

### Media Relations 51K to 100K

#### **Merit Award Winner**

*High praise for low calories – Launch of Molson Canadian 67*

#### **Paradigm Public Relations and Molson Coors**

*Michael Abbass, Gina Kohn, Laura Ballantyne*

## 2011 IABC/Toronto OVATION Award Winners

### Media Relations 51K to 100K

#### **Merit Award Winner**

*The Canadian Launch of L'Essence de Courvoisier – How  
Courvoisier introduced 100 years of Craftsmanship and  
Innovation to Canada*

**Praxis Public Relations Inc.**

### Media Relations 100K and up

#### **Excellence Award Winner**

*Bosch “Eco-Leadership” Brand Building Campaign*

**DDB Public Relations**

*Martine Levy, Sharon Hayward*

### Media Relations 51K to 100K

#### **Merit Award Winner**

*Caramilk Key to the Secret*

**Strategic Objectives**

*Caramilk Brand Team & Strategic Objectives*

### Media Relations 100K and up

#### **Excellence Award Winner**

*Always Plugged Into My Diabetes Care: Bayer CONTOUR  
USB Launch*

**MSL Canada**

*Whitney Binns, Patricia Archambault, Collin Matanowitsch, Laine  
Jareme, MSL Canada; Remus Negut, Melanie Ferguson, Tiana  
DiMichele, Bayer HealthCare Diabetes Care*

### Media Relations 51K to 100K

#### **Merit Award Winner**

*Crohn's and Colitis Awareness Month*

**Strategic Objectives**

*CCFC & Strategic Objectives*

### Media Relations 100K and up

#### **Excellence Award Winner**

*Toys“R”Us Holiday 2010*

**Optimum Public Relations**

*Josie Haynes, Ashley Agueci, Shannon Law, Rachael Collier*

### Media Relations 100K and up

#### **Excellence Award Winner**

*Cialis: The Importance of Being Intimate*

**Argyle Communications**

*Rob McEwan, Kerry Collings, Caroline De Silva, Kristina Rikunova, Sarah  
Brekemans, Daniel Tisch, Argyle Communications*

### Media Relations 100K and up

#### **Merit Award Winner**

*Re-Introducing George*

**APEX Public Relations**

*Andrew Pelletier, Susan Schutta, Alex Roberton, Felicia Fefer, Walmart  
Canada Corp; Linda Andross, ABC, Stephanie Engel, Heather Hopkins,  
Lauren Baswick, Zoey Fiksel, APEX Public Relations Inc.; Amely  
Tremblay, Nathalie Provost, Morin Relations Publiques*



## 2011 IABC/Toronto OVATION Award Winners

### Media Relations 100K and up

#### **Merit Award Winner**

*K-Y® Intimacy Experiment™ Public Relations Campaign*  
**Edelman**

### Media Relations 100K and up

#### **Merit Award Winner**

*2010 World No Tobacco Day "Catch the Quit" Campaign*  
**NATIONAL Public Relations**

*Elisabeth Mozel-Jury, Jane McCoubrey, Jacqueline Zonneville,  
NATIONAL Public Relations; Heather Bisset, Pfizer Canada Inc.; Janis  
Hass, The Canadian Lung Association*

### Media Relations 100K and up

#### **Merit Award Winner**

*Starbucks VIA™ Ready Brew Launch*  
**Edelman Public Relations**

### Media Relations 100K and up

#### **Merit Award Winner**

*The Pepsi Refresh Project*  
**Praxis Public Relations Inc.**

### Media Relations 100K and up

#### **Merit Award Winner**

*Doritos Virality*

**Fleishman-Hillard Canada**

*Kim Saunders, Megan Johnson, Miranda McCurlie, Fleishman-Hillard  
Canada*

### Media Relations 100K and up

#### **Merit Award Winner**

*Reigniting Canadians' Love for Barbados*

**Weber Shandwick Worldwide**

*Lisa Bednarski, ABC, Dagmara Grabowski, Weber Shandwick; Cheryl  
Carter, Barbados Tourism Authority*

### Media Relations 100K and up

#### **Merit Award Winner**

*Rogers FIFA World Cup Three Screen Program*

**MSL Canada**

*Carly Suppa, Keith McArthur, Andrea Sardinha, Stacey Fowler, Heather  
Agnew, Rogers Communications Inc.; Paul Keable, Tuuli Hannula, Matt  
Roth, Chloe John, MSL Canada*

### Marketing Communications up to 50K

#### **Merit Award Winner**

*Hennessy Black Ontario Launch*

**DDB Public Relations**

*Martine Levy, Linda Yahya*

## 2011 IABC/Toronto **OVATION Award Winners**

### **Marketing Communications up to 50K**

#### **Merit Award Winner**

*What's Up Doc? Marketing for Mental Health*

**Ontario Shores Centre for Mental Health Sciences**

*Susan Nakhle, Krista Luxton, Andrea Worrall, Jordan Leroux, Beth Brannon, Ontario Shores Centre for Mental Health Sciences*

### **Marketing Communications 100K and up**

#### **Excellence Award Winner**

*BTZum - Building Awareness and Excitement for  
 Brampton's first Bus Rapid Transit line, Zum Queen Street*

**Brampton Transit - City of Brampton**

*Sue Connor, Kimberly Moser, Ivana Tomas, Jacqueline Fulton, Mariann Gordon, Joanna Bailey, Robina Sood, City of Brampton; Gavin Barrett, Mike Welsh, Deb Cochrane, Prasad Rao, Francis Alexander, Tina Chan, Chris Gordaneer, Rao Barrett and Welsh; Christine Saunders, Jen Di Santo, Ragul Chari, Margo Rapport, Elena Gurovsky, Don Hall, Samantha Hill, Calantha Mac, H2 Central Marketing & Communications*

### **Marketing Communications 51K to 100K**

#### **Excellence Award Winner**

*Not all fashion shows: Introducing the Schick Quattro for  
 Women TrimStyle*

**Paradigm Public Relations, BOOM Marketing &  
 Energizer Personal Care**

*Tracey Bochner, Laura Ballantyne, Paradigm Public Relations; Nicole Gallucci, Bailey Dougherty, BOOM Marketing; Giselle Smejda, Energizer Personal Care*

### **Marketing Communications 100K and up**

#### **Excellence Award Winner**

*The Globe and Mail Redesign*

**Environics Communications**

*Josh Cobden, Jill Anzarut, Kristen Marano, Emily Abrahams, Environics Communications; Camille DePutter, Peter Flaschner, Michael Coulson, Ujwal Arkalgud, Sequentia Environics; Mary Beth Denomy, Erica Vig, Free For All Marketing*

### **Marketing Communications 51K to 100K**

#### **Merit Award Winner**

*High praise for low calories – Launch of Molson Canadian  
 67*

**Paradigm Public Relations and Molson Coors**

*Michael Abbass, Gina Kohn, Laura Ballantyne*

### **Marketing Communications 100K and up**

#### **Merit Award Winner**

*Be Libro*

**Tenzing Communications Inc.**

*Tina Van Loon, Libro Financial Group; Gary Lintem, Mary Ellen Khan, Steve Priebe, Tenzing Communications Inc.*

### **Marketing Communications 51K to 100K**

#### **Merit Award Winner**

*Caramilk Key to the Secret*

**Strategic Objectives**

*Caramilk Brand Team & Strategic Objectives*

### **Special Events up to 50K**

#### **Merit Award Winner**

*RSA Walk/Run Employee Event*

**RSA**

*Corporate Communications*

## 2011 IABC/Toronto OVATION Award Winners

### Special Events 51K to 100K **Excellence Award Winner**

*Open House for the new North Bay Regional Health Centre*  
**North Bay General Hospital and Northeast Mental Health Centre**

*Renée Baker, Lindsay Smylie Smith, Patricia Stephens, ABC, Brooks Tuckett, Kathy Stackelburg, NBRHC; Lois Krause, Tammy Morison, Annie Brousseau, NBRHC – Foundation*

### Special Events 100K and up **Merit Award Winner**

*Changing the way we live, work and play: Rogers TabLife*  
**Rogers Communications**

*Keith McArthur, Rob Manne, Miranda MacDonald, Melanie Masson, Carly Suppa, Annemarie Gerber, Kathy Murphy, Terrie Tweddle, Rogers Communications Inc; Sean Howard, Jo Langham, ABC, Eric Portelance, Andrea Ong Pietkiewicz, Laura Townson, Terry Fallis, Thornley Fallis Communications*

### Special Events 51K to 100K **Merit Award Winner**

*Not all fashion shows: Introducing the Schick Quattro for Women TrimStyle*

**Paradigm Public Relations, BOOM Marketing & Energizer Personal Care**

*Tracey Bochner, Laura Ballantyne, Paradigm Public Relations; Nicole Gallucci, Bailey Dougherty, BOOM Marketing; Giselle Smejda, Energizer Personal Care*

### Issues Management and Crisis Communication

#### **Excellence Award Winner**

*Preparing employees for the G20 Summit security crisis*  
**RBC Dexia**

*Nadine Jahangir, Katherine Church, Brigitte Kocijancic, ABC, RBC Dexia*

### Special Events 100K and up **Merit Award Winner**

*Bringing Samsung's Galaxy to the Street*  
**APEX Public Relations**

*Jennifer Stein, Ken Evans, Erick Bauer, Lauren Baswick, APEX Public Relations Inc; Ken Price, Jennifer Groh, Samsung Electronics Canada*

### Issues Management and Crisis Communication

#### **Merit Award Winner**

*The Salmon Farming Industry Speaks Out as the Cohen Commission Launches*  
**DDB Public Relations**

*Martine Levy, Keka DasGupta*

### Special Events 100K and up **Merit Award Winner**

*Zum Zone: Building Awareness for Brampton's first Bus Rapid Transit line, Zum Queen Street*  
**Brampton Transit - City of Brampton**

*Sue Connor, Kimberly Moser, Ivana Tomas, Jacqueline Fulton, Diana Sabatino, Sarah Georges, Jocelyn Smith, Mariann Gordon, City of Brampton; Christine Saunders, Jen Di Santo, Ragul Chari, Margo Rapport, Tyson Dejong, Calantha Mac, H2 Central Marketing & Communications*

### Employee, Member or HR Communication **Excellence Award Winner**

*Engaging Employees in the Company's Five-Year Strategic Framework*

**Rogers Communications**

*Terrie Tweddle, Carol Goodall, Rogers Communications*

## 2011 IABC/Toronto OVATION Award Winners

**Employee, Member or HR Communication  
Excellence Award Winner**

*Reinforcing our Commitment to Employees: the  
Redesigned Employee Benefits Program*  
**Sobeys Inc.**

*Barbara McCully, Andrew Walker, Carla Lohnes, David Tutty, Sobeys  
Inc.; Jennifer Zigomanis, Irene Pinti, Aon Hewitt*

**Employee, Member or HR Communication  
Merit Award Winner**

*Preparing employees for the G20 Summit security crisis*  
**RBC Dexia**

*Nadine Jahangir, Katherine Church, Brigette Kocijancic, ABC, RBC Dexia*

**Employee, Member or HR Communication  
Excellence Award Winner**

*TD Bank Careers Site - A Passion for Opportunity*  
**TD Bank Group**

*Josephine Quercia, Sean Nunes, Robert (Bobby) Hatanaka, Cathryn  
Black, Elizabeth Lewis, TD Bank Group; Tahir Ahmad, Draft FCB; Digby  
Cook, North Shore Communications*

**Employee, Member or HR Communication  
Merit Award Winner**

*Arctic Eco-Tour Contest*  
**RSA**

*Corporate Communications*

**Employee, Member or HR Communication  
Excellence Award Winner**

*Development of New Mission, Vision & Values*  
**The Scarborough Hospital**

*Dave Bourne, Anne Marie Males, Cindy Woods, Tracy Huffman, Sherian  
Singh, The Scarborough Hospital; William Meijer, William Meijer  
Photography; Hargreaves Stewart, Mae Productions*

**Employee, Member or HR Communication  
Merit Award Winner**

*Celebrating 300 Years*  
**RSA**

*Corporate Communications*

**Employee, Member or HR Communication  
Merit Award Winner**

*Additional Voluntary Contributions (AVCs) – There's Value  
in Membership*  
**OMERS Pension Plan**

*Ruth Tomes, Michael Robinson, John Cappelletti, ABC, Alex Pacheco,  
Maria Valentim, Linda McGuire, Ian Kinross, OMERS*

**Employee, Member or HR Communication  
Merit Award Winner**

*Moving to bi-weekly pay*  
**Toronto Star**

*Patricia Burton, Iain McMeekin, Ed Cockburn, Mafanwy Marshall, Brian  
Daly, Toronto Star*



## 2011 IABC/Toronto OVATION Award Winners

### **Strategic Management Process**

#### ***Excellence Award Winner***

*Communications Audit for CMHA Ontario*

#### **Tenzing Communications Inc.**

*Gary Lintern, Tony Pepper, Kate Staig-Webber, Tenzing Communications Inc.; Kismet Baun, Canadian Mental Health Association*

### **Social Responsibility including Economic, Societal and Environmental Development**

#### ***Merit Award Winner***

*Crohn's and Colitis Awareness Month*

#### **Strategic Objectives**

*CCFC & Strategic Objectives*

### **Brand Communication**

#### ***Merit Award Winner***

*Re-Introducing George*

#### **APEX Public Relations**

### **Electronic, Digital and Interactive Communications**

#### ***Excellence Award Winner***

*MaRSDD Website Re-design*

#### **MaRS Discovery District**

*Cathy Bogaart, Paul Jara, Joseph Dee, MaRS Discovery District*

### **Brand Communication**

#### ***Merit Award Winner***

*"Richmond Hill Has a New Look!" – Branding Our Town*

#### **Town of Richmond Hill**

*Carol Moore, Gwen Manderson, Tricia Myatt, Daniel Olding, Donald Hearn, Brenda Osler, Ben Sangster, Jason Hogg, Ash O'Malley, Lynn Chan, Town of Richmond Hill; Doug MacMillan, Jaime Bickerton, Stacey McCarthy, MacMillan Marketing Group*

### **Electronic, Digital and Interactive Communications**

#### ***Excellence Award Winner***

*Building Employee Knowledge of Corporate Strategy with a Dedicated Microsite*

#### **Rogers Communications**

*Terrie Tweddle, Carol Goodall, David Halliwell, Hilda Ochangco, Patricia Estabrooks, Rogers Communications*

### **Social Responsibility including Economic, Societal and Environmental Development**

#### ***Excellence Award Winner***

*The Body Shop "Stop Sex Trafficking of Children and Young People" Petition*

#### **Strategic Objectives**

*The Body Shop & Strategic Objectives*

### **Electronic, Digital and Interactive Communications**

#### ***Excellence Award Winner***

*RBC's Fall Student Program Goes Digital*

#### **Thornley Fallis Communications and RBC Royal Bank**

*Jo Langham, ABC, Mike Edgell, Andrea Pietkiewicz, Eric Portelance, Thornley Fallis Communications; Jill Quinn, Michel Savoie, Kate Yurincich, Samantha Duncan, RBC Royal Bank*

## 2011 IABC/Toronto OVATION Award Winners

### **Social Media**

#### **Excellence Award Winner**

*Let's talk: Rogers unwraps RedBoard blog*

#### **Rogers Communications**

*Keith McArthur, Terrie Tweddle, Richard Bloom, Miranda MacDonald,  
Rogers Communications Inc*

### **Publications**

#### **Excellence Award Winner**

*A Thousand Voices For Women's Health*

#### **Women's College Hospital**

*Janice Nathanson, Angela Robertson, Heather McPherson, Teresa Mostert, Patricia Nicholson, Women's College Hospital; Dale Clark, Orangepap; Claudia Hung, Claudia Hung Weddings*

### **Social Media**

#### **Excellence Award Winner**

*Best Buy Canada UNboxing Day Facebook Contest*

#### **Weber Shandwick Worldwide**

*Lindy Frank, ABC, Andrew Lane, Weber Shandwick Canada; Danielle Jang, Best Buy Canada*

### **Publications**

#### **Merit Award Winner**

*American Peanut Council Trade Communications Package*

#### **Argyle Communications**

*Alison George, Daniel Tisch, Argyle Communications*

### **Writing**

#### **Merit Award Winner**

*TD Waterhouse: The Science of Investing*

#### **Paradigm Public Relations and TD Bank Group**

*Carolyn Abbass, Steve Presant, Paradigm Public Relations; Maria Saros Leung, Toni-Lynn Raponi, TD Bank Group*

### **Multimedia or Digital Content**

#### **Excellence Award Winner**

*Nick Goes Nowhere/Joules on Juice – Halton Region's Air Quality Video Public Service Announcements*

#### **Halton Region**

*Beckie Jas, Anna Larson, ABC, Colin Jameson, Halton Region; Adrian Thiessen, Four Grounds Media; Steve Vidal, Aexian Studios*

### **Publications**

#### **Excellence Award Winner**

*What Would Harold Do?*

#### **Tenzing Communications Inc.**

*Henry Wong, Gary Lintern, JC Molina, Tenzing Communications Inc.;  
Veronica Feldcamp, Credit Union Central of Canada*

### **Multimedia or Digital Content**

#### **Merit Award Winner**

*Next is Now*

#### **Rogers Communications**

*Keith McArthur, Serda Evren, Terrie Tweddle, Rogers Communications Inc; Mike Edgell, Jeremy Wright, Terry Fallis, Dave Fleet, Thornley Fallis Communications*



## 2011 IABC/Toronto OVATION Award Winners

### **Publication Design**

#### ***Merit Award Winner***

*Additional Voluntary Contributions – There's Value in Membership*

#### **OMERS Pension Plan**

*Alex Pacheco, John Cappelletti, ABC, Ian Kinross, OMERS; Ciabh McEvenue, Tamm Communications*

### **Photography**

#### ***Excellence Award Winner***

*2010 White Cashmere Collection*

#### **Strategic Objectives**

*Strategic Objectives & Kruger Products, Christopher Wadsworth, Serge Kerbel*