



Silver Leaf AWARDS

2016 Winners



BC

SURREY

Issues Management/Crisis Communication
Larisa Saunders, Fraser Health
Entry Title: *Opioid Overdose Communications Response*
Award of Excellence

VANCOUVER

Community Relations
Maureen Healey, Downtown Vancouver BIA
Entry Title: *Re-Imagine Downtown Vancouver 2040*
Award of Excellence

Richard Truman, CopperMoon Communications
Entry Title: *United community decisions on LNG pipeline agreements*
Award of Excellence

Internal Communication
Brandy Shymanski, Communicate Better Consulting Inc.
Entry Title: *The Move to a new MLS® System*
Award of Merit

Non-Profit Campaigns
Jeff Pelletier, Basetwo Media
Entry Title: *2016 Vancouver Trail Running Calendar*
Award of Merit

Social Media Programs
Brenda Lea Brown, BC Securities Commission
Entry Title: *Smarter Investor Campaign*
Award of Excellence

Alberta

CALGARY

Audio Visual
Chelsea Smyth, Mark's
Entry Title: *Mark's Father's Day Video*
Award of Excellence

Internal Communication
Marni Evans, Agrium
Entry Title: *Agrium – IT Security Program*
Award of Excellence

Calvin Seaman, ATB Financial
Entry Title: *atb.com's online shopping experience*
Award of Excellence

Internal Communication Training
Shauna Lowry, Suncor Energy
Entry Title: *Leadership Communication: Meaningful Conversations*
Award of Excellence

Issues Management/Crisis Communication
Nancy Arab, NATIONAL Public Relations
Entry Title: *H2S Flaring in Southern Saskatchewan*
Award of Excellence

Marketing Communication
Erin Gawne, Edelman
Entry Title: *Healthy Eyes. Doctor Delivered.*
Award of Excellence

EDMONTON

Digital Communication Vehicles
Joyce Yu, University of Alberta
Entry Title: *Thought Box*
Award of Excellence

Publications
Sue Heuman, Focus Communications
Entry Title: *City of Edmonton Youth Council Annual Report*
Award of Excellence

Special Events – Internal
Jeannine Guérette, City of Edmonton
Entry Title: *A&T Live!*
Award of Excellence

Ontario

GREATER TORONTO AREA

Brand Communication
Lena Knight, Edelman
Entry Title: *Go RVing Canada – #BringBackWildhood*
Award of Excellence

Digital Communication Channels
Tracy Adams, City of Oshawa
Entry Title: *Website Redevelopment Project*
Award of Merit

Cyrus Mavalwala, Advantis Communications
Entry Title: *College of Dietitians of Ontario online quiz educates and connects with target audience*
Award of Excellence

Government Communication Programs
Lisa Zabolotin, The Regional Municipality of York
Entry Title: *Diversity and Inclusion in York Region*
Award of Merit

Government Relations
Nancy Gale, Mississauga Halton CCAC
Entry Title: *Faces of Care*
Award of Excellence

Internal Communication
Karen Jury, RSA Canada
Entry Title: *Mission Possible Roadshow Pilot*
Award of Excellence

Marie-Chantale Maltais, BMO Financial Group
Entry Title: *BMO's Brand Revitalization: Building our brand from the inside out*
Award of Excellence

Monika Paquette, Medtronic Canada
Entry Title: *Creating Meaningful Change: our journey through an integration*
Award of Excellence

Marketing Communication
Stephanie Engel, LG-One Canada, a WPP LG dedicated entity represented by GCI Canada; LG Electronics Canada
Entry Title: *A View From Above: Leveraging the Rooftopping Phenomenon to Launch the LG G4 into Canada*
Award of Excellence

Paula Knight, Cancer Care Ontario
Entry Title: *'Just Book It' – A Mammogram Could Save Your Life*
Award of Excellence

Sarah McEvoy, Edelman Public Relations
Entry Title: *OAO 20-Second Daydreams*
Award of Excellence

Michael Thomson, Edelman Canada
Entry Title: *Know Your Worth*
Award of Excellence

Media Relations

Stephanie Engel, LG-One Canada, a WPP LG dedicated entity represented by GCI Canada; LG Electronics Canada
Entry Title: *A View From Above: Leveraging the Rooftopping Phenomenon to Launch the LG G4 into Canada*
Award of Excellence

Amanda Federchuk, GCI Group
Entry Title: *Making Obesity Matter*
Award of Excellence

Amy Laski, Felicity Inc.
Entry Title: *The Power of PR for Ten Thousand Villages*
Award of Excellence

Rick Maddalena, NATIONAL Public Relations
Entry Title: *Kiss IPF Goodbye 2015*
Award of Excellence

Jennifer Meehan, Edelman
Entry Title: *Baking with Becel® and Demystifying Margarine News Bureau*
Award of Excellence

Carolyn Santillan, NATIONAL Public Relations
Entry Title: *Grounded: Pneumonia Vaccine Awareness*
Award of Excellence

Publications

Maliha Aqeel, Institute of Corporate Directors
Entry Title: *Revamping Director Journal*
Award of Excellence

Avori Cheyne, Mississauga Halton CCAC
Entry Title: *My Story patient and carer information package*
Award of Merit

Research Innovation

Julien Coulter, NATIONAL Public Relations
Entry Title: *Belief Based Behaviour: Metastatic Breast Cancer*
Award of Excellence

Social Media Programs

Kathryn Boland, ruckus Digital
Entry Title: *Targeting the Quebec Market on Facebook*
Award of Excellence

Kathryn Boland, ruckus Digital
Entry Title: *The Beautiful Game – Inside POLYSPORIN'S 2014 World Cup Sponsorship*
Award of Excellence

Carolyn Santillan, NATIONAL Public Relations
Entry Title: *Don't Overlook What's Missing: Pediatric Vaccination Reminder Campaign*
Award of Excellence

OTTAWA

Advertising Campaigns

Norm Fraser, Hydro Ottawa
Entry Title: *2015 Go Paperless E-Billing Campaign*
Award of Excellence

Digital Communication Channels

Joseph Thornley, Thornley Fallis Communications
Entry Title: *Metrolinx: Integrating digital into community consultation*
Award of Excellence

Graphic Design

Janis Hass, Universities Canada
Entry Title: *Innovators To Know*
Award of Merit

Media Relations

Terry Fallis, Thornley Fallis Communications
Entry Title: *2015 Remembrance Day Media Relations Program*
Award of Excellence

Asha Jhamandas, Royal College of Physicians and Surgeons of Canada
Entry Title: *Thomas Dignan Award 2016 Media relations*
Award of Excellence

Non-Profit Campaigns

Asha Jhamandas, Royal College of Physicians and Surgeons of Canada
Entry Title: *Thomas Dignan Award 2016 Non-profit campaign*
Award of Merit

Social Media Programs

Kelly Rusk, Banfield
Entry Title: *Ocean Rodeo – From Childhood Dreams to Commercial Success Social Media Campaign*
Award of Excellence

Writing

Ascribe Marketing Communications
Ascribe Marketing Communications Inc.
Entry Title: *iMinds Insights*
Award of Merit

Quebec

MONT-ROYAL

Customer Relations

Silvie Letendre, Capital-Image
Entry Title: *The Kijiji Second-Hand Economy Index*
Award of Merit

Media Relations

Silvie Letendre, Capital-Image
Entry Title: *The Kijiji Second-Hand Economy Index*
Award of Excellence

Nova Scotia

DARTMOUTH

Photography within a Communication Vehicle
Joanne Elliott, Medavie Health Foundation
Entry Title: *Medavie Health Foundation Community Investment Report*
Award of Merit

HALIFAX

Marketing, Advertising and Sales Vehicles

Sadie Toulany, Halifax Convention Centre
Entry Title: *Halifax Convention Centre – We're ready to host you*
Award of Excellence

Marketing Communication

Sadie Toulany, Halifax Convention Centre
Entry Title: *Halifax Convention Centre – Where it all comes together*
Award of Excellence

Newfoundland

ST. JOHN'S

Audio Visual

Vanessa McBay, The Rooms Corporation of NL
Entry Title: *I Will Sing You Home*
Award of Excellence

