



# Silver Leaf AWARDS

## 2016 Winners

### BC

#### SURREY

**Issues Management/Crisis Communication**  
Fraser Health Communications & Public Affairs and Public Health Harm Reduction  
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. and Fraser Valley Real Estate Board/The Real Estate Board of Greater Vancouver  
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

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 and Rob Gray, NATIONAL Public Relations and Alliance Pipeline  
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

Monique Poirier, College of Dietitians of Ontario & Ernesta Rossi, 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

Corporate Communications Team RSA  
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

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#### 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 and Melissa Nisbett, Royal College of Physicians and Surgeons of Canada  
Entry Title: *Thomas Dignan Award 2016 Media relations*  
Award of Excellence

### Non-Profit Campaigns

Asha Jhamandas and Melissa Nisbett, 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

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#### 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

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

#### HALIFAX

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#### Marketing, Advertising and Sales Vehicles

Halifax Convention Centre/NATIONAL Public Relations  
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

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#### Audio Visual

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

