



Silver Leaf AWARDS

2017 Winners

NWT

YELLOWKNIFE

Government Communication Programs

*Government of the Northwest Territories
Visual Identity Program*
Leslie Straker, Adele Bisaillon, Shawn Savoie,
Tami Johnson, Tait Communications and
Consulting
Award of Excellence

BC

VANCOUVER

Advertising Campaigns

Take a Look at Fees campaign
B.C. Securities Commission
Award of Excellence

Digital Communication Channels

2016 Open Access Awareness Campaign
UBC Library Communications and
Marketing team
Award of Excellence

Employee Engagement

Celebrating 15 years of care
Vancouver Coastal Health Corporate
Communications Team
Award of Excellence

External Communication Research

Smarter Investor Research
B.C. Securities Commission
Award of Excellence

Human Resources and Benefits Communication

Celebrating 15 years of care
Vancouver Coastal Health Corporate
Communications Team
Award of Excellence

Internal Communication

Flu Fighters to the rescue!
Tiffany Akins, Vancouver Coastal Health
Award of Excellence

Health Research Awareness Campaign
Vivian Sum, Dr. W. Robert McMaster,
Stephanie Manusha, Vancouver Coastal
Health Research Institute
Award of Excellence

Issues Management and Crisis Communication

*The balance between disclosing risk and causing
panic – medical device advisory*
Angela Wilson, Melissa Mueller, Provincial
Health Services Authority (PHSA)
Award of Excellence

Photography Within a Communication Vehicle

Celebrating 15 Years of Care in Pictures and Words
Clive Camm
Award of Excellence

Special Events – Internal

*Vancouver All-Staff Forum: The Rise of Nurse
Practitioners*
Heather Prime, Communications Leader; Alison
Swalwell-Franks, Director, Professional Practice,
Nursing; Jennifer Beaveridge, Nurse Practitioner
& Professional Practice Initiatives Lead; Rennie
Brown, APR, Communications Leader; and Ian
Young, Marketing Advisor; Vancouver Coastal
Health
Award of Excellence

Alberta

CALGARY

Advertising Campaigns

One Good Scam
Edelman Canada
Award of Excellence

Carbon Monoxide (CO) Awareness Campaign

Danielle Brown, Tara McLaughlin, Jennifer
Sheehan, Jenny Le, Tony Rino, and Crystal
Douglas, ATCO
Award of Excellence

Community Relations

Crowchild Trail Study, The City of Calgary
The City of Calgary, ISL Engineering, Russell PR
Award of Excellence

Issues Management and Crisis Communication

Crowchild Trail Study, The City of Calgary
The City of Calgary, ISL Engineering, Russell PR
Award of Excellence

Special Events – External

Shell Montreal Grand Prix Destination: Engine
Edelman Canada
Award of Excellence

EDMONTON

Community Relations

*Wasteless Holidays – holiday waste reduction
and sorting campaign*
Danielle Thibaudeau, Connie Boyce, Erika
Droessler, John Fenton, City of Edmonton,
Waste Services
Award of Merit

Government Communication Programs

*Go Bagless – Waste Reduction Through
Grasscycling*
Connie Boyce, Kerry-Ann McGeown, Pat Church,
Morgan Deschner, Farid Iskandar, Nathalie
Feehan, City of Edmonton, Waste Services
Award of Excellence

Wasteless Holidays – holiday waste reduction and sorting campaign

Danielle Thibaudeau, Connie Boyce, Erika
Droessler, John Fenton, City of Edmonton,
Waste Services
Award of Merit

Marketing, Advertising and Sales Vehicles

Starburst Creative
Starburst Creative
Award of Excellence

What's on @yourAGA this Fall?

Nikki van Dusen, Sarah Teasdale, Charles
Cousins, Alex Keays, Lexi Pendzich, Lynda Vang
Award of Excellence

Other Graphic Design

Dow Canada: Power Engineering Recruitment
Shawna Bruce, Michael Liu and the Dow Canada
team
Award of Excellence

Publications

ASEBP 2016-2017 Calendar & Health Planner
Alberta School Employee Benefit Plan
Award of Excellence

*The Stars of ISTAR – 2016 ISTAR Annual Report –
30th Anniversary Issue*
Amanda McCarthy
Award of Excellence

Heroes of Rehabilitation Medicine – Rehab Impact Report
Laurie Wang, Faculty of Rehabilitation Medicine, University of Alberta
Award of Excellence

2016 ASEBP Annual Report
Alberta School Employee Benefit Plan
Award of Excellence

LETHBRIDGE

Public Service Announcements
City of Lethbridge Public Works – Always There
Travis Hillier, Gerald Gauthier, Tara Grindle, Dan Berdusco
Award of Excellence

Saskatchewan

REGINA

Advertising Campaigns
SaskPower Public Safety Campaign
Janelle Cannon
Award of Excellence

Manitoba

WINNIPEG

Internal Communication
Qualico: Celebrating 65 Years of Building Together
Colleen Holloway, Qualico
Award of Excellence

Special Events – Internal
Qualico: Celebrating 65 Years of Building Together
Colleen Holloway, Qualico
Award of Excellence

Ontario

GREATER TORONTO AREA

Advertising Campaigns
2016 Financial Literacy Month Campaign – Advertising
Jo Langham, Jenna LeBlanc, Jeff Coles, Melinda Reyes, Greg DeClara, Financial Services Commission of Ontario
Award of Excellence

Audio Visual
Buildings That Build People Up – York Region's Belinda's Place and Youth Hub
Nathalie Thivierge, Lisa Zabolotin, Benton Sangster, Trinetta Klein, Adelina Urbanski, Cordelia Abankwa, Elizabeth Brims, Nancy Lennox
Award of Excellence

In the Head of a Hacker
Edelman Canada
Award of Excellence

Corporate Social Responsibility
Ontario Pork: An Era of Change & Accountability
Daniel Tisch APR, FCPRS, Alison George, Louis Payette, Heidi Kim, Alexa Znidarec, Tina Gladstone
Award of Excellence

Digital Communication Channels
The New RichmondHill.ca
Communication Services: Meeta Gandhi, Carol Moore, Anthony Petrielli, Ash O'Malley, Sinead Fegan, Carrie Pitcher, Libbi Hood, Lynn Chan, Kevin Long; IT: Pakizah Kozak, Jimmy Chao, Dan Mocanu, Rob Jones, Jamie Staples, Davis Kwon; eSolutions: Jason Soo Hoo, Alison Carden, Nicole Pyman; Project Manager: Ludmila Boiarintseva
Award of Excellence

Scotiabank Jam
Scotiabank Global Communication
Award of Excellence

2016 Financial Literacy Month – Understanding Mortgages subsite
Jo Langham, Jenna LeBlanc, Melinda Reyes, Jeff Coles, Greg DeClara, Financial Services Commission of Ontario
Award of Merit

External Communication Research
2016 Financial Literacy Month Campaign – Baseline Research
Jo Langham, Jenna LeBlanc, Jeff Coles, Greg DeClara, Melinda Reyes, Financial Services Commission of Ontario
Award of Excellence

Financial Communication
Inflation 2017
Ontario Teachers' Pension Plan Member Communications
Award of Excellence

Government Communication Programs
The Good Neighbour Awards
Sonia Taurasi, Melissa Pinto, Karen Marshall, Randall Proffitt, Angela Lippensky, Steffanie Rundle, Erinn Jay, Zainab Habib, The Regional Municipality of York
Award of Excellence

2016 Financial Literacy Month Campaign
Jo Langham, Jenna LeBlanc, Melinda Reyes, Jeff Coles, Greg DeClara, Financial Services Commission of Ontario
Award of Excellence

Internal Communication
International Women's Day 2017
Joe Waterman, Stephanie Gibson, Bethany Fracassi, KPMG International
Award of Excellence

Tax Canada Bot-a-thon
EY Canada's Internal Communication Team
Award of Excellence

Issues Management and Crisis Communication
IBC's Response to Canada's Costliest Disaster – the Fort McMurray Wildfire
Andrew Bartucci, Chris Chan, Cynthia Gardner, Steve Kee, Christine Langlois, Hellim Lee, Chris Lydon, David McGown, Christine Siemiernik, Sally Turney, Mark Ziv
Award of Excellence

Marketing, Advertising and Sales Vehicles
Manulife Securities marketing recruit campaign
Advisory Services Marketing and Communications, Ilsa Williams
Award of Merit

Marketing Communication
In the Head of a Hacker
Edelman Canada
Award of Excellence

Carefree Free To Be You
Paradigm Public Relations, MEC Canada and Edgewell Personal Care
Award of Excellence

2016 Financial Literacy Month Campaign
Jo Langham, Jenna LeBlanc, Melinda Reyes, Jeff Coles, Greg DeClara, Financial Services Commission of Ontario
Award of Excellence



Media Relations

Reframing Canada's Climate Policy Discussion
Daniel Tisch, Roanne Argyle, Brendan Agnew-
Iler, Marc Budgell, Mary Zajac, Shirven Rezvany
Award of Excellence

*Commissionnaires Remembrance Day 2016
Campaign*
Thornley Fallis Communications and
Commissionaires
Award of Excellence

*Growing IMAGINiT's AEC & FM thought leadership
at Autodesk University*
Chantale Marchand, VP of Marketing,
IMAGINiT Technologies, Ernesta Rossi, Partner,
Advantis Communications
Award of Excellence

Publications

*Paramedic and Seniors Services Strategic Plan
Roadmaps*
Norm Barrette, Carol Hotchkiss, Nathalie
Thivierge, Lisa Zabolotin, Ben Mulholland,
Sarah De Schultness, Neal Kelly, The Regional
Municipality of York
Award of Excellence

*IKEA Canada's Fiscal Year 2016 Annual
Summary Report*
Chantelle Anderson, Citizen Relations
Award of Excellence

*Manulife Securities Horizons magazine
for advisors*
Manulife's Advisory Services Communications;
Lisa Arnold, Gillian Earle, Nicole Yeomans,
Ilsa Williams, Jen Hoch, Joanne Almayah,
Melissa Di Genova, Heather Burdett,
Ilsa Williams, Julie Hause, Maurice Fleming,
Pat Johnson, Janet Owens, Brian Huber
Award of Excellence

Manulife Dialogue magazine final issue
Advisory Services Communications
Award of Merit

Social Media Programs

Walmart Canada Nostalgic Holiday Workout
ruckus Digital: Linda Andross, Diane Bégin,
Katie Boland, Dimitri Bariamis, Nathalie Khouri,
Sarah Rogers, Tyler Genovese; Ad Parlor:
Morgan Chapman, Inder Singh, Natalie Miras;
Mindshare Canada: Lisa Wong, Lorena Chiarotto,
Chris Martucci-Power, Ricky Lui, Fahmida
Islam, Michaela Ryan, Rachel Schmidt; Walmart
Canada: Jennifer Holgate, Heather Loosemore,
Martine English, Patrick Djandji, Karen D'Souza
Award of Excellence

Special Events – External

One Good Scam
Edelman Canada
Award of Excellence

*Thermador Celebrates 100 Years of Culinary
Excellence*
Paradigm and Thermador
Award of Excellence

Innovate U
Dawn Britton, Kyle Coulter, Marit Mitchell,
Raymond Cheah, Faculty of Applied Science &
Engineering, University of Toronto
Award of Excellence

WATERLOO

Audio Visual

I am an advisor video
Bryson Densmore, Patti Annable, Jessica
Weisner, Kirstin Pauly and Sun Life Financial
Individual Marketing Team
Award of Excellence

Publication Design

Insurance E-books
Sun Life Financial Individual Marketing Team
Award of Excellence

Solutions magazine

David Marcus, Natalie McKeown, Carolyn Zaum,
Vivian Ozols, Sarit Scheer, Manulife
Award of Excellence

Publications

Solutions magazine
David Marcus, Natalie McKeown, Carolyn Zaum,
Manulife
Award of Merit

OTTAWA

Digital Communication Channels

Stéphanie Magnan
DCC Communications Team
Award of Excellence

Digital Communication Vehicles

Converge 2017 Wrap-up e-newsletter
Team Universities Canada: Rosella
Chibambo, Brenna Baggs, Jeanne Thibault,
Janis Hass, Helen Murphy, Jamie McLennan,
Ryan Thompson
Award of Excellence

Social Media Programs

Royal Canadian Legion 2016 Poppy Campaign
Banfield Agency, Jessica Kovar
Award of Excellence

