



## 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, Stephania 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 and Alberta Securities Commission  
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**  
*All Weather Windows Renovations - Don't Let It In*  
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*  
Carly Kleisinger, Travis Hillier, Gerald Gauthier, Tara Grindle, Dan Berdusco  
Award of Excellence

## Saskatchewan

### REGINA

**Advertising Campaigns**  
*SaskPower Public Safety Campaign*  
Janelle Cannon, Todd Lazarca, Rae Anne Moen  
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-Iller, Marc Budgell, Mary Zajac, Shirven Rezvany  
Award of Excellence

*Commissionnaires Remembrance Day 2016 Campaign*  
Thornley Fallis Communications and Commissionnaires  
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 Schulthess, 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 and Alberta Securities Commission  
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*  
Michael Elgamal, 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

