



## 2024 IABC Silver Leaf Award Recipients

### Category 10: Safety Communications

<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Excellence	Heather Johnson	SaskPower	SaskPower Farm Safety Campaign 2023	Regina

### Category 14: Community Relations

<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	ALS Society of Canada: Tammy Moore, Dr. David Taylor, Jennifer Asselin, Carolina Jung, Umayangga Yogalingam, Ilayda Ulgenalp, Lauren Poplak, Lauren Hayes, Lisa Marchitto	ALS Society of Canada	ALS Canada Canadian ALS Learning Institute (CALI)	Toronto

### Category 15: Media Relations

<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Excellence	IKEA Canada: Lisa Huie, Heena Saini, Meghan Hogan, Stephanie Harnett, Tanya Bevington Edelman Canada: Genevieve Cote, Nora Hickey, Hira Gomes, Laura Kim, Jessica Lee, Caelan McMichael, Ryley Murray, Corina Thibeault, Guybrush Taylor, Anthony Chelvanathan, Shantelle Pereira	Edelman Canada	Scarborough, Meet[ball], IKEA!	
Award of Merit	Paradigm Public Relations & Royal Bank of Canada	Paradigm Public Relations	Introducing RBC's First Home Savings Account to Canadians	Toronto
Award of Merit	Virginia Wilkinson (Wilkinson Communications & Consulting), Nora Yeates (CFS), Misty Selinger (CFS), Richard Kies (CFS), Braydon Page (CFS), Jakki Crowe (CFS)	Cancer Foundation of Saskatchewan	Community Organizations Rally in Support of New Breast Cancer Screening Bus	Saskatoon
Award of Excellence	Knorr Canada: Shagufta Hooda, Heidi Poon, Gina Kiroff, Naniss Gadel-Rab Edelman Canada: Niroja Arulananthan, Mitch Bell, Madison Boratto, Stephanie Chai, Anthony Chelvanathan, Erin Cochrane, Matt Collette, Ornella Duval, Bianca Farinacci, Hira Gomes, Samantha Jen, Laura Kim, Jessica Lee, Jennifer Meehan, Max Mosher, Julia Page, Svetlana Popova, Sara Rezaee, Alexa Rocca, Shauna Roe, Tamara Sulliman	Edelman Canada	Yummy K's	
Award of Excellence	Rachel Molnar	SaskPower	Future Supply Plan: 2030 and Beyond – Stage 3	Regina
Award of Excellence	Melody Gaukel, Alexandra Pogor, Lindy Frank DeFazio, Sohaib Umar, Rob Clark, Matthew Naftolin, Sarah Cody, Ryan Walton, Gabriella Cortes, David Whillans, Adrien Reynolds, Rachel Radice, Brayden Pickering, Amanda Wenek, Riddhi Chopra	Proof Strategies	Don't Risk It	

<b>Category 18: Marketing Communication continued</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Katie Heydon, Brooklyn Lutz, Amanda Patterson, Neil Johnson, Tony Ponzo, Joey Arseneau, Steve Dominey, Lily Hewitt, Banu Balachandran, Monique Simoes, Juliana Martine	FleishmanHillard Highroad	Hello Canola	
Award of Merit	Roxanne Morrissey, Rachel Tessier, Katie Baird, Pete Newman, Devon Crosby, Lindsey Brennan, Gen Lizares, Sarah Norman, Colin MacDonald	WaterWerks Agency	Seafood from Canada Marketing Communication	IABC Newfoundland and Labrador
<b>Category 20: Advocacy Communication</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Excellence	Paradigm, Insurance Bureau of Canada, VMG, True Media	Paradigm Public Relations	Auto theft hurts everyone. When thieves steal, we all pay.	Toronto
<b>Category 23: Government Communication Programs</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Wendy Tynan, Holly Gibney, Jodie Lush, Jennie McBryan, Victoria Onwubiko, Amy Ball, Jack Crouch, Brooklyn Giesbrecht	Green Line LRT Project	Get to Know the Green Line	Calgary
<b>Category 24: Non-profit Campaigns</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Cancer Care Foundation: Lynette Hillier, Megan Ludlow WaterWerks Agency: Rachel Tessier, Katie Baird, Pete Newman, Colin MacDonald, Gen Lizares	WaterWerks Agency (WaterWerks Communications Inc.)	"Cancer Care Foundation NL: Brand Video"	IABC Newfoundland and Labrador
<b>Category 25: Brand Communication</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Knorr Canada: Shagufta Hooda, Heidi Poon, Gina Kiroff, Naniss Gadel-Rab Edelman Canada: Niroja Arulananthan, Mitch Bell, Madison Boratto, Stephanie Chai, Anthony Chelvanathan, Erin Cochrane, Matt Collette, Ornella Duval, Bianca Farinacci, Hira Gomes, Samantha Jen, Laura Kim, Jessica Lee, Jennifer Meehan, Max Mosher, Julia Page, Svetlana Popova, Sara Rezaee, Alexa Rocca, Shauna Roe, Tamara Sulliman	Edelman Canada	Yummy K's	
<b>Category 26: Social Media Programs</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Excellence	Knorr Canada: Shagufta Hooda, Heidi Poon, Gina Kiroff, Naniss Gadel-Rab Edelman Canada: Niroja Arulananthan, Mitch Bell, Madison Boratto, Stephanie Chai, Anthony Chelvanathan, Erin Cochrane, Matt Collette, Ornella Duval, Bianca Farinacci, Hira Gomes, Samantha Jen, Laura Kim, Jessica Lee, Jennifer Meehan, Max Mosher, Julia Page, Svetlana Popova, Sara Rezaee, Alexa Rocca, Shauna Roe, Tamara Sulliman	Edelman Canada	Yummy K's	

<b>Category 27: Multi-audience Communication</b>				
<i>Award</i>	<i>Name</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Jessica Rabaey, Communications Consultant; Tania Testa, Communications and Public Engagement Executive; Denise Phillipott, Manager, Brand and Digital Strategy	London Health Sciences Centre	Launching LHSC's 2023-2027 Strategic Plan	IABC London
<b>Category 37: Digital Communications Channels</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Taryn Albizzati, Anika Van Wyk, Kara MacInnes, Danielle Mossfeldt	Calgary Foothills Primary Care Network	Calgary Foothills Primary Care Network public website redesign	Calgary
Award of Merit	Shilpa Gantotti; Roberta Baker; Kaz Laird	University of Toronto Engineering	U of T Engineering 150 Anniversary Microsite	
<b>Category 38: Audio Visual</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Heather Grondin, Tara Carson, Kathryn Segal, Kiefer Wright, Laura Haggart, Manny Paiva, Colleen Kenney	Windsor-Detroit Bridge Authority	Completing Tower Construction for the Gordie Howe International Bridge	Toronto
Award of Merit	Stefanie Martin, Danielle Norris, Mike Prentice, Anya Rampersad	RTOERO	Thought Leadership Webinar Series 2023	Toronto
<b>Category 39: Publications</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Excellence	Anne Gerson, Tammy Gonsalves, Sylvia Link, Jessica Martin, Stefanie Martin, Ruel Navia, Danielle Norris	RTOERO	Liaison eNewsletter 2023	Toronto
<b>Category 41: Other Graphic Design</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Ashley Witiw, Robin Garreck, Duane Cheung, Carmen Koning, Karen Carlson, Tony Kurian, Naz Qureshi, JPP Committee	Alberta Pensions Services Corporation	JPP Organizational Identity and Logo	
<b>Category 42: Special Events – Internal</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	WorkSafeNB	WorkSafeNB	Connect 2023	
Award of Merit	Megan O'Meara and the DCC Communications Team	Defence Construction Canada	DCC's 2023 National Awards Ceremony	Ottawa
<b>Category 43: Special Events – External</b>				
<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Merit	Mark Rittinger, Lindsay White, Liz Intac, Alex Basen & Sonia DeBuglio	University of Toronto, Faculty of Applied Science & Engineering	150 Gala	
Award of Merit	FKA	FKA	Lens 2023	IABC Edmonton
Award of Merit	Karina Graf, Jennifer Bentley, Emma Pavlovich, Melanie Hains, Nicole Hallman, Derek Leung, Sanjeev Gill, Tom Gleave, Aaron Pereira, Jean-Paul Mouton	WatSPEED, University of Waterloo	WatSPEED's Tech Horizons Executive Forum	Waterloo

**Category 47: Writing**

<i>Award</i>	<i>Recipient(s)</i>	<i>Company/Organization Name</i>	<i>Application Name</i>	<i>IABC Chapter</i>
Award of Excellence	Safa Jinje, Fahad Pinto	University of Toronto	Empowering Black high school students in STEM through 'Blueprint'	Toronto
Award of Merit	Celine Zadorsky, Greg Gladysz, Avery Gillis	London Health Sciences Centre	Sarah's Story	