2025 IABC Silver Leaf Award Winners

AWARD OF EXCELLENCE RECIPIENTS

Recipient	Company / Organization	Application Name	Category	IABC Chapter	Team Members
Glenda Tompkins	College Of The North Atlantic	College is Scary... CNA is Scary Good	Social Media	IABC Newfoundland and Labrador	Glenda Tompkins, Samantha Fitzpatrick, Ryan Crocker, Lucas O'Leary, Olivia Lee, Amy Brennan, Kerian Wells Kim Blanchard
Mattea Columpsi	Economic Development Regina	Talent Attraction Strategy	Digital Communication	Regina	
Claire Lyness	Alberta Energy Regulator	Navigating AI Together	Internal Communication	Calgary	
Viola Cohen	UBC Okanagan	UBC Okanagan Debates 2024 Design	Creative Design	British Columbia	Wiesje Stoneson, Samantha Smith, Margo Yacheshyn, Jenelle Leblanc
Kathleen Lamanna	407 ETR	Bend the Curve for Biodiversity	Corporate Social Responsibility	Toronto	Christina Basil, Avinita Bains, Jack Tran, Jeff Dean, Braeden Ferguson
Rory O'Neill	FKA	Leaf Fans	Creative Design	Edmonton	Waste Free Edmonton & FKA
Michele Sack	Nuclear Waste Management Organization	Community relations in support of a consent-based process to find a site for a deep geological repository for used nuclear fuel	Community Relations	Ontario	Nuclear Waste Management Organization
Tracey Bochner	Paradigm	Don't be flooded with regret: funding the National Flood Insurance Program	Government Relations and Public Affairs	Ontario	Paradigm, Insurance Bureau Of Canada, And True Media
Jeanne Kirouac	RTOERO	RTOERO Quebec chapter revitalization event	Special And Experiential Events	Ontario	Anne Gerson, Ashveena Govindaraju, Jeanne Kirouac, Jim Grieve, Muriel Howden, Sarah Ariza-Verreault, Stefanie Martin, Sylvia Link
Sage Pullen Mcintosh	Calgary Co-Op	Launch of Refreshed Membership Program and App	Customer Relations	Calgary	Barb Munro

Kathleen Lamanna	407 ETR	Celebrate 25! Upgrade Your Drive!	Marketing, Advertising and Brand Communication	Toronto	Avinita Bains, Christina Basil, Lexie Hinde, Jack Tran, Sasha Watt, Braeden Ferguson, Nick Li, Laura Laughlin, Kathleen Lamanna, Skylar Media
Pardeep Purewal	City of Maple Ridge	City of Maple Ridge Brand Strategy	Marketing, Advertising and Brand Communication	British Columbia	Zvi Lifshiz, Director, Strategic Development, Communications And Engagement And Dean Maier, Manager, Communications And Engagement Team
Andrea Ross	BC Securities Commission	We’re Not All F**ked	Marketing, Advertising and Brand Communication	British Columbia	Andrea Ross, Pamela McDonald
Madison Golshani	Northland Power	The Pulse	Employee Engagement	Ontario	Victor Gravili, Jessica Kitchen
Adam Rozenhart	Adverb Communications Inc.	Ian Paterson TikTok Videos	Social Media	Edmonton	Tyler Butler, Remi Baker, Erika Stark
Adam Rozenhart	Adverb Communications Inc.	Student Life Social Media Content	Social Media	Edmonton	Madison Mckee, Paige Simpson, Remi Baker, Jackie Macdonald, Andrea Hirji, Erika Stark

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AWARD OF MERIT RECIPIENTS

Recipient	Company / Organization	Application Name	Category	IABC Chapter	Team Members
Jody Alexander	Alberta Energy Regulator	Launching Spark	Digital Communication	Calgary	Jody Alexander, Sheri Little, Jennifer Wagner, Graham Innes, Amir Zaidi
Peter Mchugh	Telus	The Great Critter Chase for Change 2025	Employee Engagement	Ontario	
Michelle Blackwell	Alzheimer Society Of B.C.	Alzheimer's Awareness Month Campaign 2025	Marketing, Advertising and Brand Communication	British Columbia	Cassandra Van Dyck, Michelle Blackwell, Ben Rawluk, Rosanne Nguyen, Rita Fu, Chantal Coschizza-Clark, Freya Tomren, Kari Barrett, Chioma Azike, Jim Mann, Roberta Mcarthur, Heather Inglis, Mary Beth Rutherford, Amelia Gillies, Joti Sandhu, Stephanie Altenhof, Adrienne Poirier, Kim Mckercher, David Nickels, Lyanne Hui, Carissa Mcallister, Sheri Weget, Eric Thompson, Derek Flynn.
Kara Macinnes	Calgary Foothills Primary Care Network	Calgary Foothills PCN's consolidated move	Internal Communication	Calgary	Anika Van Wyk, Kara Macinnes, Taryn Albizzati
Sonia Prashar	spPR	Meridian Small Business Big Impact Podcast	Audio/Visual	Canada	Daria Hill, Erick Bauer
Rory O'Neill	FKA	Leaf Fans	Social Media	Alberta	Waste Free Edmonton & FKA
Michelle Lean	pipikwan pêHtâKwan	Space for Reconciliation Mural	Diversity, Equity and Inclusion	Alberta	Presley Mills, Matt Ward, Gela Cabrera Loa, Melaina Goos, Rae Anne Harper

Heather Rourke	Bank of Canada	Building a digital Monetary Policy Report that can adapt to future needs	Publications	Ontario	Eric Santor / Don Coletti / Mike Dalziel / Julie Gordon / Natalie Brule / Marie-Lou Lachance / Nicole Van De Wolfshaar / Nicholas Galletti / Konrad Zmitrowicz / Charles Gaa / Michael Francis / Dan De Munnik / Claire Tanner / Alec Knox / Virginie Traclet / Subrata Sarker / Aaron Berg / Adam Cunning / Andrew Geraghty / Charita Koya / Claudio Oriani / Dan Hewetson / Erin Van Schaayk / Francisco Fernandez Del Castillo Gomez / Gord Roberts / Huijie Hu / Ian Stewart / Jason Manion / Kirk Liu / Qianqian Sun / Roman Rus / Stefan Stanisic
Lynn Meahan	WorkSafeNB	Connect 2024	Special And Experiential Events	New Brunswick	Worksafenb Communications Team
Tracey Bochner	Paradigm	Mighty o.b. Makes a Comeback with Gen Z	Marketing, Advertising and Brand Communication	Ontario	Paradigm And Edgewell Personal Care
Tracey Bochner	Paradigm	Hawaiian Tropic Come Alive Event	Special And Experiential Events	Ontario	Paradigm And Edgewell Personal Care
Rory O'Neill	FKA	Community Philanthropy Campaign	Nonprofit Sector Communication	Alberta	Alberta Cancer Foundation & Fka
Don Wood	Alberta Energy Regulator	AER/AGS Website Refresh Project	Digital Communication	Alberta	Lauren Stewart, Shelley Barter, Jennifer Senk, Roshanak Iravani, Matilde Sanchez-Turri, Sheridan Mcvean, Don Wood
Jarrod Yeo	WorksafeNB	The Office (Season 1): Making Modernization Make Sense	Internal Communication	New Brunswick	Brent Marr, Lynn Meahan-Caron, Chad Humphries, Ali Hashemian, Jarrod Yeo
Sam Numsen	New Gold Inc.	Involving Employees to Evolve Culture – A “One New Gold” Approach to Refreshing our Values	Internal Communication	Toronto	Sam Numsen, Sean Keating, Dan Sharkey
Adam Rozenhart	Adverb Communications Inc.	Gay Games Logo	Creative Design	Edmonton	Tyler Butler, Andrea Hirji, Jackie Macdonald, Remi Baker, Madison Mckee

Mike Donachie	Libro Credit Union	Courage In Action: Enterprise Strategy Roadshow	Change Communication	London	Core Project Planning And Logistical Support: Mike Donachie (Project Lead), Skye Fairlie, Katy Boychuk, Phoebe Jewell-Mcgregor, Barb Unger, Nicole Tahk, Mila Cvetkovic, Kimberly Deslandes, Denise Brown-Hodgson, Nicole Reid, Trish Raftis, Debb Finch, Luciana Couto. Regional Planning Support: Scott Macleod, Kim Fleming. Executive Leadership Team – Presentation And Pre-Launch Work: Shawn Good (Ceo), Brian Aalbers (Executive Sponsor), Silvia Brudar, Mike Smit, Janet Johnson. Ian Mcalpine (Mcalpine Studios, Resident Videographer).