



**The Canadian Public
Relations Society**
**La Société canadienne
des Relations publiques**

Lauréats des Prix d'excellence 2008

Gestion des communications :

Linda Bilben, Reputations Corporation : "BC Place: Big Dreams Live Here, 2005 - Present".

Sarah Moses, MT&L Public Relations Ltd. : "Merger of the Greater Halifax Partnership and Halifax Regional Development Agency".

Sharon Stevens, APR, Communication Solutions Inc. : "River City Hockey Acquisition".

Communications marketing :

Linda Bilben, Reputations Corporation: "BC Place: Big Dreams Live Here, 2005 - Present".

Thelma Hatzis, Toronto Hydro: "Summer Challenge for Business".

Michele McKinnon, APR, Communications Nova Scotia : "Opportunities Nova Scotia: It's time to come home".

Cynthia Ulba, Région de Peel : "Organics Recycling".

Relations avec le public :

Alex Fuller, APR, Région de Halton : "Emergency Preparedness Public Education Program".

Judy Lewis, Strategic Objectives : "M&M Meat Shops National Family Dinner Night Campaign 2007".

Norm Miller, Région de Halton : "Halton Children's Water Festival (HCWF)".

Communication engagée et marketing social :

Tracey Bochner, APR, Paradigm Public Relations Inc. : "Are your breasts online?: the launch of the Booby Wall".

Impact Communications, Conserve Nova Scotia and Communications Nova Scotia:

"Conserve Nova Scotia's DriveWiser Social Marketing Campaign".

Jim Kingdon, ChangeMakers Marketing Communications : "SAFE WORK - Promoting a culture of safety and health in Manitoba".

Joël Levesque, APR, FCPRS, Moosehead Breweries Limited : "STU Survival Guide".

Lauréats des Prix d'excellence 2008

Société canadienne des Relations publiques Inc.

Relations avec les médias :

Tracey Bochner, APR, Paradigm Public Relations Inc. : "Are your breasts online?: the launch of the Booby Wall".

Lindsay Peterson, Communications MECA : "The Cross-Canada Powder Room Map".

Daniel Tisch, APR, Argyle Rowland Communications : "Nestlé AERO 'Guys Just Don't Get It'".

Gestion des questions d'actualité/de crise :

Daniel Tisch, APR, Argyle Rowland Communications : "Peanuts: Friend or Foe? Food allergy education for the Peanut Bureau of Canada".

Relations gouvernementales :

Wayne Hartrick, APR, Reputations Corporation : "Insite for Government Campaign".

Colleen Killingsworth, APR, Canada Centre for Energy Information : "Cross-Border Forum on Energy Issues".

Communications internes :

Christine A. Brooks, APR, Mercer (Canada) Limited : "One Goldcorp".

Mary Kingston, APR, Workers' Compensation Board of Nova Scotia : "Internal TV Ad Launch - 2008 Social Marketing Program".

Sandra Thornton, APR, Stantec : "Stantec Acquisition Framework/Process".

Événements spéciaux :

Thelma Hatzis, Toronto Hydro : "Fashion Thrills without the chills".

Marion MacKenzie, APR, Groupe GCI : "A Streetcar Named Inspire".

Marilyn Short, APR, Harbinger Communications Inc. : "Dove Self-Esteem Summit".

Projets audio-visuels:

Ken Cherney, APR, Ken Cherney and Associates Inc. : "A Day in the Life of a Hospice Client".

Michele McKinnon, APR, Communications Nova Scotia : "Dept. of Health Depression : Are you a man at risk?".

Rick Perkins, The Nova Scotia Liquor Corporation : "NSLC - Responsible Retailing 101".

Kim West, APR, MT&L Public Relations Ltd. : "Nova Scotian by Choice".

Lauréats des Prix d'excellence 2008
Société canadienne des Relations publiques Inc.

Projets imprimés :

Marc Angers, ARP, Régie de la santé ACADIE-BATHURST : " Valorisation du système de soins de santé dans la Péninsule acadienne au Nouveau-Brunswick".

Laura Stringer, Islands Trust : "A place in the islands".

Communications électroniques et interactives :

Alain Bergeron, Astral Media Inc. : "2007 Annual Report".

Jean Boileau, ARP, Université du Québec en Outaouais : " Site Web L'UQO, ça grandit".

Thelma Hatzis, Toronto Hydro : "Toronto Hydro Talk Box".

Joël Levesque, APR, FCPRS, Moosehead Breweries Limited : "STU Survival Guide".

Médias sociaux :

Derrick Pieters, APR, FCPRS, Ministère de la Justice du Canada : " Barb's Blog".