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The Canadian Public Relations Society, Inc.  
La Société canadienne des Relations publiques, Inc.

## NEWS RELEASE

### CPRS Acknowledges Excellence in Public Relations

Quebec City, Monday, June 14, 2004 – Recipients of the Awards of Excellence of the Canadian Public Relations Society (CPRS) gathered in Quebec City on Saturday night for the Canadian Public Relations Conference. Many public relations practitioners from all over Canada attended this successful annual awards ceremony in Quebec's historic capital.

The recipients of the CPRS 2004 Awards of Excellence are:

- Communications Management:** Sylvie Marier (Union des producteurs agricoles du Québec) – SRQ
- Marketing Communications:** Tracey Bochner, APR, Alexandra Ross, Tanya Elliott-Briden, Jaqueline Kersey, Katherine Bruni, Allison Moore, Kathleen Killen, Clive More and Sandy Fry (APEX Public Relations) – Toronto, Ontario
- Community Relations:** Jeffrey C. Martin, APR and Ted Griffith (Quorum Communications) – Hamilton, Ontario
- Media Relations:** (Extreme Public Affairs) – Halifax, Nova Scotia
- Issues Management:** (Region of Peel) – Toronto, Ontario
- Special Events:** Dan Tisch, APR, Amber Wallace and Melissa Chang (Argyle Rowland Communications) – Toronto, Ontario
- Electronic and Interactive Communications:** (Extreme Public Affairs) - Halifax, Nova Scotia

Besides these Awards of Excellence, the CPRS presented its Major Awards and Special Awards. The recipients of the CPRS 2004 Major Awards are:

- CPRS Lamp of Service:** Grace Diffey, APR, Colleen Killingsworth, APR, Guy Litalien, ARP, Pierre Pontbriand, ARP, Richard Sparkes, APR and Joan Yates, APR (Governance Review Task Force).
- CPRS Outstanding Achievement Award:** Jean Vallin, ARP, Fellow CPRS (Department of Justice Canada), Ottawa, Ontario

- **CPRS Shield of Public Service:** Bernard Dagenais, APR (Université Laval). Quebec City (Québec)
- **Philip A. Novikoff Memorial Award:** David M. Eisenstadt, APR, Fellow PRSA, CPRS (The Communications Group) – Toronto, Ontario
- **Norman A. Dann Lectern:** Société des relationnistes du Québec.
- **Emery LeBlanc Membership Achievement Award:**
  - o over 75 members: CPRS Edmonton
  - o under 75 members: CPRS Ottawa / Gatineau and CPRS Vancouver Island.
- **CPRS Award of Attainment:** Gordon Kenneth McIvor, APR – (Canada Lands Company Limited), Toronto, Ontario

The recipients of the CPRS 2004 Major Awards are:

- **The Don Rennie Memorial Award for Excellence in Government Public Relations:** Philippe Roy, APP (Autorité des marchés financiers) and Gilles Trudeau, APR (Gilles Trudeau Communications) – Montreal, Québec.
- **CPRS/CNW Student Award of Excellence:** Jennifer Murphy (Niagara College).
- **CPRS/Frontline Risk and Crisis Communication Student Award:** Deidre Taylor (Mount Saint Vincent University).

The Canadian Public Relations Society is a non-profit organisation dedicated exclusively to the profession of public relations in Canada. The Society serves Canadians by establishing and maintaining high-level professional standards, studies and ethics in the field of public relations.

The CPRS wishes to wholeheartedly thank all of its sponsors and to proudly congratulate the finalists in the 2004 Awards of Excellence contest.

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**Pictures of the ceremony and recipients are available upon request.**

Information:

Karen Dalton, APR  
Executive Director  
Canadian Public Relations Society  
Phone: 416-239-7034  
E-Mail: [kdalton@cprs.ca](mailto:kdalton@cprs.ca)  
[www.cprs.ca](http://www.cprs.ca)

Stéphane Prud'homme  
3<sup>rd</sup> Vice-President, *Société des relationnistes  
du Québec*  
Gala Evening Organizing Committee  
Phone: 514-289-4214  
E-Mail: [prudhomme.s@videotron.ca](mailto:prudhomme.s@videotron.ca)  
[www.srq.qc.ca](http://www.srq.qc.ca)