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Community > Award Winners

APEX THE STAR AT IABC'S OVATION AWARDS

May 30, 2013 | Michelle DiPardo | Comments

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Apex Public Relations took home the 2013 People's Choice Award at the **Ovation Awards** Wednesday night, which celebrates excellence in communications throughout the GTA. The agency won for its work on the "Celebrating Everyday Canadian Moms: The Launch of the Walmart Mom of the Year Award" campaign.

The awards are hosted by Toronto Chapter of the **International Association of Business Communicators (IABC)**.

More than 60 awards were handed out Wednesday night, including 31 Awards of Excellence, 29 Awards of Merit and five Awards of Distinction. They were presented alongside the People's Choice Award, Student of the Year and the Bobbie Resnick Philanthropy Award.

The Bobbie Resnick Philanthropy Award, which recognizes outstanding leadership, contribution to the communications profession, and service to the community also went to Apex for the "Courage Canada National Blind Hockey Tournament," a program demonstrating a commitment to bringing the sport to communities across the country.

[The full winners list is available online.](#)

AWARDS OF DISTINCTION

- **Toronto Hydro-Electric System Limited (Toronto Hydro)** – 2013 Corporate Communications Department of the Year
- **Diana Degan & Associates** – 2013 Boutique Agency of the Year
- **DDB Public Relations** – 2013 Small Agency of the Year
- **Apex Public Relations** – 2013 Mid-Size Agency of the Year
- **Edelman Public Relations** – 2013 Large Agency of the Year

AWARDS OF EXCELLENCE

Community Relations

- Online consultation series: Involving the community in The Crosstown – Argyle Communications
- OTS/OARA Annual Tire Take Back Events – Enviromics Communications and Ontario Tire Stewardship
- Samsung Canada's Hope for Children: Passion for E-Recycling Challenge – Samsung Canada and North Strategic

Media Relations

- Grand & Toy's 'A Day Made Better' Public Relations Campaign – Advantis Communications
- Launch of Lifeline with AutoAlert – Philips Lifeline and Cowan & Company
- The 24th Annual Beaches International Jazz Festival – DDB Public Relations
- Media moves message, "Seniors in need, caregivers in distress" – Health Council of Canada
- Credit Cards & You: TD Canada Trust educates Canadians about responsible credit card use – Paradigm Public Relations and TD Canada Trust
- Kraft Food for Families – Edelman Public Relations Tricia Soltys, Jennifer Zed, Kate Kernahan
- Celebrating Everyday Canadian Moms: The Launch of the Walmart Mom of the Year Award – Apex Public Relations
- AutoTrader.ca: The Most Cars in One Place Campaign – DDB Public Relations
- eBay Holiday 2012 Program – Edelman Public Relations
- Canadian Tire's Winter Driving Preparation Campaign – Canadian Tire Corporation and North Strategic
- 100th Birthday of Oreo – Strategic Objectives & Mondelez Canada

Multi-Audience Communications

- The Measure of our Commitment: Toronto Hydro's 2011 Corporate Responsibility Report – Toronto Hydro-Electric System Limited


Marketing Communications

- Serious appliances for the serious cook: the Thermador experience – Paradigm Public Relations and BSH Home Appliances
- Bioré welcomes you (back) to your 20's – Apex Public Relations Inc.
- AutoTRADER.ca: The Most Cars in One Place Campaign – DDB Canada
- Caring for women's skin: The launch of Schick Hydro Silk – Paradigm Public Relations, Boom

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- Sport Chek Big League Experience – FGL Sports Ltd., North Strategic & Traffik
- 30% Off Ontario Tuition: A Student Engagement Program – Argyle Communications
- McCain Foods 2012 Global Leadership Conference – Livewire Communications Inc

Issue Management and Crisis Communication

- The Closing of the Strub's Brantford Pickle Plant – Diana Degan & Associates

Employee, Member and HR Communication

- The CAKE blog, CAAT Pension Plan
- iConnect – LoyaltyOne

Brand Communication

- Bioré welcomes you (back) to your 20's – Apex Public Relations Inc.
- Panasonic Cooking Canada – Environics Communications

Social Media

- Don't clean the freezer. Avoid tennis. Watch out for sharks: Playtex Gentle Glide collects zany advice – Paradigm Public Relations and Energizer Personal Care

Writing

- Free Trade Nation: Canada Beyond North America – Apex Public Relations

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