



Canadian Public Relations Society

Toronto Society

Announcing the Winners of the 2025 Canadian Public Relations Society (CPRS) Toronto Chapter's Achieving Communications Excellence (ACE) Awards

Edery & Lord Communications win Best in Show Campaign. Paradigm and Edgewell take home Top Creative Campaign of the Year

TORONTO, May 21, 2025 – The Canadian Public Relations Society (CPRS) Toronto Chapter has announced the winners of the 2025 annual ACE Awards. The prestigious awards celebrate the industry's top communicators and public relations programs and campaigns from the past year.

The ACE Awards Gala was held last night at The Carlu in Toronto, during which 25 gold, 53 silver and 56 bronze trophies were presented to PR professionals from the Greater Toronto Area.

"Congratulations to all the 2025 ACE Awards finalists and winners," said Andrea Chrysanthou, President of the CPRS Toronto Chapter. "We received more than 150 incredible entries highlighting this year's most creative and impactful campaigns. They all demonstrate the exceptional level of expertise within our industry."

The ACE Awards celebrate excellence in creativity, innovation, and impact within the public relations and communications industry. They honour outstanding campaigns in multiple categories, including events, media relations, social and digital media, community relations, corporate social responsibility (CSR), government relations, brand development, employee engagement, issues and crisis management, and diversity, equity, and inclusion.

"I would like to extend my sincere gratitude to our Board of Directors and the dedicated volunteers who worked tirelessly to make these awards possible," said Chrysanthou. "I also want to express my appreciation to this year's sponsors, including The Canadian Press and Business Wire. Their support has enabled us to continue celebrating the outstanding communicators in industry."

CPRS Toronto would like to congratulate the following winners for their commitment to professional excellence:

The 2024 ACE Award recipients included:

Best in Show

F***Off Open-Net Pen Salmon Farms - Edery & Lord Communications / Pacific Wild

Top Creative Campaign

Mighty o.b. Makes a Comeback with Gen Z - Paradigm, Edgewell Personal Care

Best CSR or Cause-Related Campaign

- I am Number 12 Campaign: ChangeMakers and Takeda – Gold
- SHT: IKEA Canada and Edelman Canada - Gold
- Unboxing Hunger: ChangeMakers and Save the Children - Silver
- Let's Talk About Sex Trafficking: ChangeMakers & Covenant House Toronto - Silver
- Short Life Stories: Narrative XPR, Bensimon Byrne, White Ribbon - Silver
- Driving Your Future: Mercedes-Benz Canada with Team X (Omnicom Canada agencies Porter Novelli Canada, TrackOMC) with The Go-To. - Silver
- Powerline Safety: Proof Strategies & Electrical Safety Authority - Silver
- McHappy Day: McDonald's Canada x Weber Shandwick Canada - Silver
- Fraud Fighters: Interac Corp. with Burson – Bronze
- Toronto Refugee Crisis Summer of 2023: DAYO Media & Communications Inc. - Bronze
- F***Off Open-Net Pen Salmon Farms: Edery & Lord Communications / Pacific Wild - Bronze
- Pet Hunger Awareness Day™: Porter Novelli + PetSmart Charities of Canada - Bronze
- "Step Up for Sustainability": Maple Leaf Foods & Strategic Objectives - Bronze
- Heart & Stroke x Heart Month Campaign: Heart & Stroke and Talk Shop – Bronze

Best Publication

- Billy Bishop Airport ESG Report: PortsToronto - Silver
- REACH Magazine: CIFAR - Bronze
- Unity in Canada's Accounting Profession: CPA Canada - Bronze

Best Social Media Campaign and/or Best Use of Influencers

- Mighty o.b. Makes a Comeback with Gen Z: Paradigm, Edgewell Personal Care - Gold
- Weber 2024 Social Media Campaign: Weber-Stephen & Strategic Objectives - Gold
- #OwnYourWellness: Porter Novelli and Florida Department of Citrus - Silver
- Embark Couponing Campaign: Talk Shop and Embark - Silver
- Pop-Tarts x UNFROSTED: Kellanova Canada x Weber Shandwick Canada - Silver
- #WalmartFinds – Toys: Walmart Canada x APEX PR - Bronze
- The Employee Recognition Contest: ADP Canada and Kaiser & Partners - Bronze
- AsktoBsure: Porter Novelli and GSK - Bronze
- International Day of the Girl: Proof Strategies and Plan International Canada - Bronze
- My McDonald's Thing: McDonald's Canada x Weber Shandwick Canada – Bronze

Best Use of Media Relations (Over \$50,000)

- SHT: IKEA Canada and Edelman Canada - Gold
- McRib: McDonald's Canada x Weber Shandwick Canada - Gold
- Philadelphia Bagel Wholes: Philadelphia Cream Cheese with Zeno Group Canada - Gold
- Shingles Risks & Misconceptions: ChangeMakers & GSK - Silver
- F***Off Open-Net Pen Salmon Farms: Edery & Lord Communications / Pacific Wild - Silver
- LOTTO MAX Record-Breaking Jackpot: OLG x Weber Shandwick Canada - Silver
- FoodHero Expansion Program: FoodHero x Weber Shandwick Canada - Silver

- Big Arch: McDonald's Canada x Weber Shandwick Canada - Silver
- Canada's Kindest Community: Coca-Cola in Canada x Weber Shandwick Canada - Silver
- Family Day: RMHC Canada x Weber Shandwick Canada - Silver
- Merrymakers - Sherri-Lyn Brown, Ceilidh McMeekin, Rebecca McLaren, Alex Wilcox, Ricardo Fartura - Bronze
- Walmart Canada Back-to-School Campaign: Walmart Canada x APEX PR - Bronze
- Mydoh's Canadian Allowance Report: Craft Public Relations & Mydoh - Bronze
- VORANIGO™ Launch: energi PR - Bronze
- CDHF x Fody Foods Partnership: energi PR - Bronze
- 101 Spadina Launch: Devron Developments and Kaiser & Partners - Bronze
- 30th Anniversary of Watier Neiges: Groupe Marcelle Inc. & Strategic Objectives - Bronze

Best Use of Media Relations (Under \$50,000)

- RLP 2024 Most Affordable Canadian Cities: Royal LePage and Hill & Knowlton - Gold
- The Royal Agricultural Winter Fair: Craft Public Relations - Silver
- 2024 Digital Workspace Survey Campaign: CDW Canada and Kaiser & Partners - Silver
- Behind the Gig: Securian Canada Insights: Securian Canada and Kaiser & Partners – Silver
- Willful: Category Communications - Bronze
- The Launch of The Toronto Tempo: Craft Public Relations & The Toronto Tempo - Bronze
- The Original Santa Claus Parade 2024: Edery & Lord Communications / The Original Santa Claus Parade - Bronze
- Average Canadian FICO® Score: FICO and Kaiser & Partners - Bronze

Best Use of Special Events or Experiential Marketing

- Polly Pocket 35th Birthday: Mattel x APEX PR – Gold
- Shine A Light: Sherri-Lyn Brown, Ceilidh McMeekin, Rebecca McLaren, Alex Wilcox, Mishka Jaiswel - Silver
- Staub 50th Anniversary: ZWILLING x APEX PR - Silver
- Pan-Holiday 2024: Mattel x APEX PR - Silver
- Locked Out Campaign: ChangeMakers & Crohn's and Colitis Canada - Silver
- Agribusiness Trade Mission to Vancouver: ChangeMakers & USDA - Silver
- Tim Hortons Pet Merch Collection Launch Event: Craft Public Relations & Tim Hortons - Silver
- Moosehead Achievement Hour: Craft Public Relations - Silver
- Tim Hortons Spring Market: Craft Public Relations & Tim Hortons - Silver
- IAMS FOR LIFE™ Caravan: Mars Petcare Canada x Weber Shandwick Canada - Silver
- Toronto Raptors: Power of 3's: McDonald's Canada x Weber Shandwick Canada - Silver
- Truly Hard Seltzer - Merch Collab Launch: Craft Public Relations - Bronze
- And/Or With Reitmans: Craft Public Relations & Reitmans - Bronze
- Tim Hortons Retro Donuts Launch Event: Craft Public Relations & Tim Hortons -Bronze
- The Original Santa Claus Parade 2024: Edery & Lord Communications / The Original Santa Claus Parade - Bronze
- Anything Roots Post Pop-Up: Narrative XPR, Roots - Bronze
- Come Alive with Hawaiian Tropic: Paradigm, Edgewell Personal Care - Bronze
- Driving Your Future: Mercedes-Benz Canada with Team X (Omnicom Canada agencies Porter Novelli Canada, TrackOMC) with The Go-To. - Bronze

Best Writing of the Year

- 2024 RE/MAX Canada Liveability Report: RE/MAX Canada x APEX PR - Silver

Brand Development Campaign of the Year

- Tim Hortons: The Last Timbit Musical: Craft Public Relations & Tim Hortons - Bronze
- Our Lungs Make Our Lives: Lung Health Foundation & Edelman - Bronze
- Introducing Agentforce: Narrative XPR, Salesforce - Bronze
- BIC Soleil Escape x PWHL Partnership: BIC Canada & Strategic Objectives - Bronze
- Atypique's Sober Dance Party, Featuring AJ McLean: Craft Public Relations x Keurig Dr Pepper - Silver
- F***Off Open-Net Pen Salmon Farms: Edery & Lord Communications / Pacific Wild - Gold
- Mighty o.b. Makes a Comeback with Gen Z: Paradigm, Edgewell Personal Care - Gold
- Love Your Lunch Day: Zeno Group Canada + Newell Brands - Gold

Canadian Diversity, Equity, and Inclusion Campaign of the Year

- TCHC's "The Next Surgeon" Program: Toronto Community Housing - Bronze
- PSW Day: Keeping Promises: HomeEquity Bank x Weber Shandwick Canada - Bronze

Community Relations Campaign of the Year

- Port Hope Digs Walton Street: Municipality of Port Hope - Bronze
- A Waterfront For Everyone: Waterfront Toronto - Bronze

Crisis or Issues Management Campaign of the Year

- Accounting Profession Unity: CPA Canada - Bronze
- The Original Santa Claus Parade 2024: Edery & Lord Communications/The Original Santa Claus Parade – Bronze

Digital Communications Campaign of the Year

- F***Off Open-Net Pen Salmon Farms: Edery & Lord Communications / Pacific Wild - Gold
- REESE'S Big Cup with Caramel: Craft Public Relations & REESE'S - Silver
- Your EV Deserves Better: Proof Strategies & Electrical Safety Authority - Silver
- Turkey. Do It More Often: Zeno Group Canada + Think Turkey - Silver
- Redefine Power: Proof Strategies & Electro-Federation Canada - Bronze

Employee Engagement / Internal Communications Campaign of the Year

- The Great Critter Chase for Change 2024: Peter McHugh, TELUS - Bronze
- The Leadership Exchange: Toronto Community Housing - Silver
- The Pulse: Northland Power Brand & Integrated Communications Team - Gold

Government Relations/Public Affairs Campaign of the Year

- CAA Auto-Theft Strategy 2024: CAA & CAA Insurance - Bronze
- Don't be flooded with regret: Paradigm, Insurance Bureau of Canada, True Media - Bronze
- Whitby's 'Care Closer to Home' Campaign: Whitby Communications and Creative Services Team - Gold

Investor/Financial Relations Campaign of the Year

- Global X Rebrand: Narrative XPR, HiFi, Global X – Silver

Marketing Communications Campaign of the Year

- 2024 Slo-Pitch Marketing Campaign: Recreation Services - Marketing Services - Gold
- It's Finger Lickin' KD: Zeno Group Canada and KD – Gold
- Keep Toronto Safe: Blue Door Agency and Toronto Police Association - Silver
- Nintendo Switch x Maitreyi Ramakrishnan: Craft Public Relations - Silver
- Reshaping the obesity narrative: Eli Lilly Canada, Obesity Canada & GCI Canada - Silver
- Your EV Deserves Better: Proof Strategies & Electrical Safety Authority - Silver
- Whitby's 'Care Closer to Home' Campaign: Whitby Communications and Creative Services Team - Silver
- SMB Immersive Shopping Experience: Mastercard Canada x Weber Shandwick Canada - Silver
- Out of Office for Migraine Awareness: Pfizer Canada x Weber Shandwick Canada - Silver
- A Soaring Legacy: Vince Carter: Air Canada x Weber Shandwick Canada - Silver
- Remix Menu: McDonald's Canada x Weber Shandwick Canada - Silver
- Bon Appetite: Air Canada x Weber Shandwick Canada - Silver
- IAMS FOR LIFE™ Caravan: Mars Petcare Canada x Weber Shandwick Canada - Silver
- Raptors for Research 2024: ChangeMakers and Sinai Health Foundation - Bronze
- The Launch of Tim Hortons Flatbread Pizza: Craft Public Relations, DDMG Communications & Tim Hortons - Bronze
- SHT: IKEA Canada and Edelman Canada - Bronze
- Powerline Safety: Proof Strategies & Electrical Safety Authority - Bronze
- Rogers Centre Renovation: Toronto Blue Jays - Bronze
- Case of the Missing O's: Mondelez International x Weber Shandwick Canada - Bronze
- Fly The Flag: Paris Games 2024: Air Canada x Weber Shandwick Canada – Bronze

New Product or Service Launch Campaign of the Year

- Healthy Gums at Home with Colgate: GCI Canada and Colgate-Palmolive - Gold
- Besties...For A Limited Time: The Coca-Cola Company x Mondelez x Weber Shandwick Canada - Gold
- Joy Sparks Here: Zeno Canada + Newell Brands - Gold
- The Launch of Tim Hortons Flatbread Pizza: Craft Public Relations, DDMG Communications & Tim Hortons - Silver
- PENN. ❤️ Meredith Collection Launch: Craft Public Relations - Silver
- OREO Space Dunk: Mondelez International x Weber Shandwick Canada - Silver
- The Canadian Launch of Kobo Colour: Craft Public Relations - Bronze
- Maison Perrier: A New Era in Premium Ref: Team N and Maison Perrier – Bronze

Best Use of Audio or Video Production

- REESE'S Big Cup with Caramel: Craft Public Relations & REESE'S - Gold
- Our Lungs Make Our Lives: Lung Health Foundation & Edelman - Gold

Student Public Relations Campaign or Event of the Year, Executed

- When Parents Are Not Okay, There Is HOPE! HOPE4Parents - CCPR 2024 - Gold

Student Public Relations Communications Plan of the Year

- CPRS Sector Speak Communication Plan: Isabella Vergara Bedoya, Molly Syms-Wilson - Bronze

- Nest & Bloom Homes: Daniella Muñoz, Isabella Vergara Bedoya, Jackson Sparks, and Molly Syms-Wilson - Bronze
- Gear Up Madawaska: Esmahan Nor, Zuhaib Dirie and Princess Appiah - Silver
- OHO Coffee Launch Campaign: Jasmine Marcial, Tu (Lucy) Luc & Tanishk Srivastava; OHO Coffee - Silver
- Modern Madawaska: Marya, Izabela, Jessica - Gold

Leadership Awards

Volunteer of the Year: Japna Sodhi

Student of the Year: Isabella Vergara Bedoya

New PR Professional of the Year: Erika Johnson

PR Professional of the Year: Adriana Lurz

Lois Marsh Award: Adnan Bashir

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