



## **Canadian Public Relations Society (CPRS) Toronto Announces Winners of the 2026 ACE Awards**

*Chevrolet Canada and Weber Shandwick win Best in Show; Edery & Lord Communications/Target/ Newfoundland and Labrador Tourism's 'Hello Humpback' and White Ribbon/Narrative XPR's 'My Friend Max Hate' tie for Best Creative Campaign of the Year*

TORONTO, May 1, 2026 – The Canadian Public Relations Society (CPRS) Toronto Chapter has announced the winners of the 2026 annual ACE Awards. The 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. A total of 42 gold, 47 silver, and 41 bronze trophies were presented to a variety of PR professionals, agencies, corporations, students and not-for-profits from the Greater Toronto Area.

Congratulations to every winner of the 2026 ACE Awards," said Erin Griffin, Co-President of the CPRS Toronto Chapter. "As the largest chapter in the country, we received entries that showcased some of the most creative and impactful communications work of the past year. These winners represent the best of our profession. Seeing them celebrated in a room full of their peers was a true honour."

The ACE Awards showcase creativity, innovation and impact within the public relations and communications industry. They recognize excellence across categories such as media relations, brand development, social and digital, healthcare, community relations, and more.

" These awards are only possible because of the people behind the scenes," CPRS Toronto Co-President Andrea Chrysanthou. "I'm so grateful to our Board of Directors and the volunteers who gave their time and energy to make these awards a success. I also want to thank our sponsors: The Canadian Press, the National Payroll Institute, Fitzroy, Craft Public Relations, and Business Wire. Their support makes it possible for us to keep celebrating the outstanding communicators in our region."

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

### **The 2026 ACE Award recipients included:**

#### **Best in Show**

Chevrolet Canada and Weber Shandwick: Chevrolet High IQ Baseball Fan Campaign

### **Best Creative Campaign**

- Edery & Lord Communications and Target, Newfoundland and Labrador Tourism: Hello Humpback
- White Ribbon and Narrative XPR: My Friend Max Hate

### **Best CSR or Cause-Related Campaign**

- Agnostic & Sinai Health Foundation: Hot & Bothered – Gold
- ChangeMakers and Save the Children: Recipes of Joy – Gold
- Edery & Lord Communications and Target, Newfoundland and Labrador Tourism: Hello Humpback - Gold
- White Ribbon and Narrative XPR: My Friend Max Hate – Gold
- Agnostic & Terry Fox Foundation: Finish It – Silver
- ChangeMakers and Black Women’s Institute for Health: Voices Unheard – Silver
- Craft Public Relations: Firehouse Subs Touch-The-Truck – Silver
- DoorDash x ruckus Digital: Black Food Energy: 2025 – Silver
- EQ Bank and Earnscliffe: The RDSP Campaign – Silver
- Sid Lee, YPR & Panopoly Media: Man’s True Best Friend – Silver
- Agnostic & Canadian Blood Services: Who’s Saving Who – Bronze
- DAYO Media & Communications Inc. + Black Women’s Institute for Health: Voices UnHeard 2024 - Bronze

### **Best Social Media Campaign and/or Best Use of Influencers**

- McDonald's Canada x Weber Shandwick: The 30th Anniversary of the McFlurry – Gold
- Astellas Canada x Weber Shandwick: #HotTakes Influencer Campaign – Silver
- Craft Public Relations x PENN.: PENN. Gals Resort – Silver
- Enbridge Gas with Burson Canada: Thermostat Wars and Backyard Play – Silver
- Purolator x Talk Shop: Delivering Cheer – Silver
- DoorDash Canada x ruckus Digital: Made by Women – Bronze
- Edelman Canada and Breast Cancer Canada: Beyond One Size – Bronze
- KFC Canada and Narrative XPR: KFC Pickled Menu – Bronze
- Mastercard Canada x Weber Shandwick: Mastercard Putting Fans in Pole Position – Bronze
- McDonald's Canada x Weber Shandwick: International Menu Heist - Bronze

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

- EQ Bank and Earnscliffe: The RDSP Campaign – Gold
- LABOUR: AutoTrader PR: Leading With Insight – Gold
- Royal LePage with Burson Canada: Royal LePage Research & Media Relations – Gold
- Strategic Objectives & Amazon Canada: Alexa+ Canadian Launch – Gold
- Agnostic & Metro Inc.: Metro Merrier Mornings – Silver
- The Coca-Cola Company Canada x Weber Shandwick: Canada’s Kindest Community – Silver
- Air Canada x Weber Shandwick: Air Canada’s Best New Restaurants – Bronze
- Coors Light with Zeno Group Canada: Case of the Mondays – Bronze
- Walmart Canada x APEX PR: 2025 Walmart Canada Back-to-School - Bronze

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

- Craft Public Relations x The Royal Agricultural Winter Fair: The 2025 Royal Agricultural Winter Fair - Gold
- St. Clare's and Earncliffe: 1120 Ossington: Home for Good Campaign - Gold
- The Coca-Cola Company Canada x Weber Shandwick: Fuze Iced Tea Competitor Readiness – Gold
- Craft Public Relations: The Moosehead Presidential Pack - Silver
- FP Canada and Earncliffe: FP Canada™ 2025 Financial Stress Index - Silver
- McDonald's Canada x Weber Shandwick: McDavid's - Silver
- Moneris & Proof Strategies: Tourism Dollars Shift Closer to Home - Silver
- Securian Canada and Earncliffe: Newcomers' Realities – Silver
- Agnostic & Boston Consulting Group (BCG): Tariff Rapid Response Program - Bronze
- Agnostic & Terry Fox Foundation: National Ride of Hope - Bronze
- Blue Cross and Earncliffe: 2025 Blue Cross Travel Study - Bronze
- energi PR: World Smile Day 2025 - Bronze
- FlightHub and Earncliffe: Unveiled - Bronze

### **Best Use of Special Events or Experiential Marketing**

- Canada Dry: Keurig Dr Pepper Canada x Craft Public Relations: Canada Dry x Roots – Gold
- Agnostic & Kicking Horse Coffee: Blend Signs Tattoo Pop-Up – Gold
- Craft Public Relations: CYBEX Car Seat Safety Summit – Gold
- Craft Public Relations and DDMG: Reese's Cabane à Caramel – Gold
- Craft Public Relations x Reese's: The Launch of Reese's + Nougat – Gold
- Craft Public Relations x Tim Hortons: Tim Hortons Holiday Workshop – Gold
- Google Canada and Burson Canada: Year in Search 2025 – Gold
- Pets Plus Us x Weber Shandwick Canada: Reclaim the Skies – Gold
- Tim Hortons x Craft Public Relations: Tims Rewards Steps Up to the Plate – Gold
- ZWILLING x APEX PR: ZWILLING Holiday Hosting Masterclass – Gold
- Craft Public Relations: Popeyes x Hot Ones – Silver
- Craft Public Relations x PENN.: PENN. Gals Resort – Silver
- Craft Public Relations x Tim Hortons: Tim Hortons Roll Up To Win Event – Silver
- Craft Public Relations x Twisted Tea: Twisted Tea x YQM Experience – Silver
- Faulhaber: Levi's L'Hotel Bleu – Silver
- Strategic Objectives & Amazon Canada: Alexa+ Canadian Launch – Silver
- Walmart Canada x APEX PR: 2025 Walmart Canada Fall Fashion – Silver
- Agnostic & Metro Inc.: Shine A Light 2.0 – Bronze
- Canadian Tire Brand Communications: A Very Merry Canadian Tire Christmas – Bronze
- Craft Public Relations: Toni Fifi. x Reitmans Launch Event – Bronze
- Craft Public Relations x Tim Hortons: Tim Hortons Protein Latte – Bronze
- Craft Public Relations x Tim Hortons: Barbie Hockey Dream House – Bronze
- Strategic Objectives & Kia Canada: Embrace Electric – Kia Canada EV5 Launch – Bronze
- Nike Canada and Narrative XPR: Nike Play Grounds – Bronze
- YPR: Toronto C-Suite Marketing Summit - Bronze

### **Brand Development Campaign of the Year**

- Petro-Canada and Veritas Communications Inc.: Live by the Leaf Index – Gold
- Craft Public Relations: Canada Dry x Roots - Silver
- Think Turkey with Zeno Group Canada: You Train. You Turkey. - Bronze

### **Canadian Diversity, Equity, and Inclusion Campaign of the Year**

- Mastercard Canada x Weber Shandwick: Touch Card by Mastercard - Silver
- The Coca-Cola Company Canada x Weber Shandwick: Balikbayan Magic - Silver

### **Community Relations Campaign of the Year**

- HomeEquity Bank x Weber Shandwick: Furever Homes – Gold
- CATIE with Burson Canada: Anti-Stigma Toolkit and Training - Bronze

### **Crisis or Issues Management Campaign of the Year**

- Craft Public Relations x Moosehead Breweries: The Last Bottle - Silver
- Visit California with Zeno Group Canada: California Loves Canada - Bronze

### **Digital Communications Campaign of the Year**

- Chevrolet Canada and Weber Shandwick Canada: Chevrolet High IQ Baseball Fan Campaign – Gold
- Craft Public Relations x Moosehead Breweries: The Last Bottle – Gold
- Edery & Lord Communications and Target, Newfoundland and Labrador Tourism: Hello Humpback – Gold
- Craft Public Relations x Truly Hard Seltzer: Canada’s Next Great Hockey Creator – Silver
- ruckus Digital: The Dash-elor – Silver
- Enbridge Gas with Burson Canada: Call Before You Dig – Bronze
- ruckus Digital: The DoorDash Chef Series - Bronze

### **Employee Engagement / Internal Communications Campaign of the Year**

- Whitby Communications and Creative Services Team: Town of Whitby Corporate Intranet Launch – Gold
- Whitby Communications and Creative Services Team: Transition to Workday for HR - Silver
- Bimbo Canada with Zeno Group Canada: The Hourly Associate Connection - Bronze

### **Government Relations/Public Affairs Campaign of the Year**

- Agnostic & Coinbase: Coinbase Canada Stablecoin Advocacy - Gold

### **Best Use of Artificial Intelligence in a PR Campaign**

- Edery & Lord Communications and Target, Newfoundland and Labrador Tourism: Hello Humpback - Gold

### **Marketing Communications Campaign of the Year**

- Air Canada x Weber Shandwick: The Air Canada Bucket List Hat - Gold

- Craft Public Relations: Your First Crush, All Grown Up - Gold
- Faulhaber: Stone Eagle Winery Launch - Gold
- McDonald's Canada x Weber Shandwick: McDavid's - Gold
- McDonald's Canada x Weber Shandwick: The 30th Anniversary of the McFlurry - Gold
- ruckus Digital: The Dash-elor – Gold
- Turkey Farmers of Canada with Zeno Group Canada: You Train. You Turkey. - Silver
- The Coca-Cola Company Canada x Weber Shandwick: Fuze Iced Tea: It's The Flavour - Silver
- Craft Public Relations x Moosehead Breweries: The Moosehead Presidential Pack - Silver
- Ontario Lottery and Gaming Corporation (OLG) x Weber Shandwick: OLG's 50th Anniversary - Silver
- Subway Canada and Veritas Communications: Subway Canada Power Bowls Launch - Silver
- Walmart Canada x APEX PR: 2025 Walmart Canada Fraîche Collection – Silver
- LABOUR: Delta Bingo Flagship Grand Opening - Bronze
- LABOUR: WeRPN Membership Campaign - Bronze
- McDonald's Canada x Weber Shandwick: Shania Twain All Dressed Up - Bronze
- Mucinex x Talk Shop Media and Cleansheet Communications: From Coast to Congested Coast - Bronze
- Visit California with Zeno Group Canada: California Loves Canada - Bronze

#### **New Product or Service Launch Campaign of the Year**

- Craft Public Relations: The CYBEX e-Gazelle Test Drive - Gold
- Craft Public Relations: Your First Crush, All Grown Up - Gold
- McDonald's Canada x Weber Shandwick: McVeggie - Gold
- North Strategic: Suprema: The Opera for Aficionadoughs - Gold
- The Coca-Cola Company Canada x Weber Shandwick: Fuze Iced Tea: It's The Flavour - Gold
- TRESemmé Canada and Weber Shandwick Canada: TRESemmé Lamellar Gloss Launch - Gold
- Agnostic & Metro Inc.: Moi Rewards Ontario Launch - Silver
- Craft Public Relations: CYBEX Car Seat Safety Summit - Silver
- Craft Public Relations: Popeyes x Hot Ones - Silver
- Craft Public Relations x Reese's: The Launch of Reese's + Nougat - Silver
- Whitby Communications and Creative Services Team: Town of Whitby Corporate Intranet Launch – Silver
- Kraft Heinz and Taco Bell with Zeno Group Canada: Bring Home the Bell - Bronze
- Whitby Communications and Creative Services Team: Transition to Workday for HR - Bronze
- McDonald's Canada x Weber Shandwick: Shania Twain All Dressed Up - Bronze
- Mondelez Canada x APEX PR: Selena Gomez x OREO: Limited Edition - Bronze Strategic Objectives & Amazon Canada: Alexa+ Canadian Launch – Bronze

#### **Student Public Relations Communications Plan of the Year**

- Marya Kalra, Izabela Zubek: Chek-It-Off with Sportchek - Silver
- Olamipo Ogunnote: Echoes From An Elephant Campaign - Silver
- Zoe Bernard, Triona Curran, Bridgette Paisley, Emily Sevcik, Hanna Sproat, Khalil Tuff: KRWND Jewelry - Silver
- Tu (Lucy) Luc, Rona Apsari, Marya Kalra, Tanishk Srivastava, Aneta Kula, Polina Vasylkova, Jasleen Jheeta, Teaghan McGivery-Adams, Trishelle Dotson: Kick Off the Season with Jolly Ass - Silver

- Esmahan Nor and Tu (Lucy) Luc: We Run The North with SportChek – Silver
- Patrycja Solarczyk, Gabriella Francis, Ilhan Sayid: A Love That Lasts with Revlon - Bronze
- Wisdom Adeola Yusuf, Vic Johnson, Ava Carrigan, Fernando Bossoes: One Madawaska - Bronze

#### **Leadership Awards**

- New PR Professional of the Year – Olami Ogunnote
- Lois Marsh Award - Samiha Fariha
- PR Student of the Year - Lucy Luc

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