

NATIONAL PUBLIC RELATIONS AND ITS CLIENTS RECEIVE EIGHT IABC SILVER LEAF AWARDS

December 20, 2016, Toronto, ON – In partnership with seven of its clients, NATIONAL Public Relations was awarded the most awards of any agency in Canada listed for the International Association of Business Communicators (IABC) Silver Leaf, winning eight awards for its outstanding work and excellence in communications.

The acclaims are spread across industry sectors and practice areas, including healthcare, energy, government, and infrastructure, while highlighting the work across some of the Firm's Canadian offices, including Toronto, Montreal, Halifax and Calgary.

“Today's award-winning campaigns exemplify the innovative strategies we provide our clients to connect to target audiences and create the enduring partnerships that NATIONAL is known for,” said Jean-Pierre Vasseur, President and CEO of RES PUBLICA Consulting Group, which owns NATIONAL. “The recognition we share with our clients is a great testament to our teams' ongoing commitment to bold thinking and collaboration across our practices and geographies.”

The Silver Leaf Awards recognize excellence in business communications across the IABC Canada network and acknowledge outstanding work by communicators in all disciplines. Eligible submissions are judged by a panel of IABC experts, based on the planning, execution and review of the work.

The eight awards include:

Category – Issues Management/Crisis Communication**Award of Excellence**

Client – [Alliance Pipeline](#): *H2S Flaring in Southern Saskatchewan*

Category – Media Relations**Award of Excellence**

Clients – [Canadian Pulmonary Fibrosis Foundation](#) & [Boehringer Ingelheim Canada Ltd.](#): *Kiss IPF Goodbye™ 2015*

Category – Media Relations**Award of Excellence**

Clients – [Pfizer Canada](#) & [Ontario Lung Association](#): *Grounded – Pneumonia Vaccine Awareness*

Category – Research Innovation**Award of Excellence**

Client – [Pfizer Canada](#): *Belief Based Behaviour: Metastatic Breast Cancer (mBC)*

Category – Social Media Programs**Award of Excellence**

Client – [Pfizer Canada](#): *Don't Overlook What's Missing: Pediatric Vaccination Reminder Campaign*

Category – Marketing, Advertising and Sales Vehicles**Award of Excellence**

Client – [Halifax Convention Centre](#): *We're ready to host you*

Category – Marketing Communications**Award of Excellence**

Client – [Halifax Convention Centre](#): *Where it all comes together*

Category – Photography within a Communication Vehicle**Award of Merit**

Client – [Medavie Health Foundation](#) / Photography by [Meghan Tansey Whitton](#) & [Riley Smith](#): *Medavie Health Foundation Community Investment Report*

Details about the winning campaigns are available on [national.ca](#).

About NATIONAL

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow. NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's.

The NATIONAL network also includes [NATIONAL Equicom](#), the industry's foremost investor relations and financial services communications practice; healthcare specialists [AXON Communications](#), with offices in New York, Toronto, London and Copenhagen; [Madano](#), a strategic communications consultancy based in London; and [SHIFT Communications](#), an integrated communications agency with offices in Boston, San Francisco, New York and Austin. NATIONAL Public Relations is part of [RES PUBLICA Consulting Group](#), and is affiliated internationally with public relations firm [Burson-Marsteller](#), a [WPP company](#). For more information about NATIONAL, please visit our [website](#) or you can follow us on [Twitter](#).

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