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Strategic Objectives fights sex trafficking and wins IABC/Toronto's People's Choice Award

TORONTO, May 26, 2011 /CNW/ - The Toronto Chapter of the International Association of Business Communicators (IABC) announced Strategic Objectives as the winner of the 2011 People's Choice Award at the OVATION Awards Gala, held last night at The Liberty Grand in Toronto. Strategic Objective's campaign "The Body Shop 'Stop Sex Trafficking of Children and Young People' Petition" was voted best campaign of the year by IABC/Toronto members.

Strategic Objective conducted a national, bilingual social responsibility public relations program that put the trafficking of children for sex on the media agenda; engaged Canadians securing one third of the 1+million signatures collected throughout North America; exceeded measurable objectives; secured 20 million audience impressions; and fought to bring an end to one of the worst human rights abuses.

The OVATION Awards recognize the best the communications industry has to offer in the Greater Toronto Area. Last night, IABC/Toronto presented 88 awards at the Awards Gala. In total, 34 Awards of Excellence, 48 Awards of Merit and five Awards of Distinction were presented along with the People's Choice Award. The awards program broke all its previous records with more than 200 entries submitted this year.

"The entries we received for the OVATION Awards showcased communication projects and campaigns that were not only strategic and well executed, but fresh and creative as well," said Carrie MacAfee, IABC/Toronto President. "The calibre and the record-setting number of entries posed a rewarding challenge for our large team of talented judges."

Judging for the OVATION Awards is performed by a panel of senior communications professionals, accredited practitioners and technical specialists. Two separate judges carefully review each entry independently and then jointly review the submissions and results.

IABC/Toronto announced the following Awards of Distinction winners:

- Rogers Communications for the Corporate Communications Department of the Year
- Argyle Communications for the Mid-Sized Agency of the Year (Six to 20 employees)
- Strategic Objectives for the Large Agency of the Year (21 or more employees)

The IABC/Toronto Student of the Year Award went to Humber College student Regis Dudley for her news release entitled "Accessible and Web-Friendly Brands Are Better-*Emerging PR leader explains why*". IABC/Toronto presents the Student of the Year Award to a student who represents passion and creativity and who is making a difference in the communications industry.

The Bobbie Resnick Philanthropy Award recognizes outstanding leadership, contribution to the communications profession and service to the community. This year, the award was presented to Paul Nguyen for Jane-Finch.com, a community broadcaster, digital library, and the first website about Toronto's Jane and Finch community. Jane-Finch.com's efforts in ramping up community news coverage of political issues and situations in the Jane and Finch area resulted in consistent, quality mainstream media coverage, and received recognition from prestigious government and media award programs.

A full list of winners can be found at: <http://toronto.iabc.com/pdf/2011FinalWinnersList.pdf>

The 2011 OVATION Awards was hosted by: The Second City Communications

The 2011 OVATION Awards are sponsored by: News Canada, CNW, Fusion Design Group Inc., The Canadian Press Images.

About IABC/Toronto

With more than 1,700 members, IABC/Toronto is the largest IABC chapter in the world. The organization provides these members with multidisciplinary resources and a global network of more than 15,000 communicators, in 80 countries, working in diverse industries and disciplines to identify, share and apply the world's most effective communications practices. <http://toronto.iabc.com>.

/NOTE TO PHOTO EDITORS: A photo accompanying this release is available at <http://photos.newswire.ca>. Images are free to accredited members of the media/

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2011 People's Choice Award winners: Strategic Objectives; Front, L-R: Judy Lewis, Deborah Weinstein; Back, L-R: Jordanna Shtal, Catherine Héroux, Adriana Lurz, Debra Quinn, Tara McCarthy, Ive Balins (CNW Group/IABC/Toronto)

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