



For Immediate Release

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PUBLIC RELATIONS STUDENTS WIN INTERNATIONAL COMMUNICATIONS AWARD

Student Campaign Honoured for Second Time

TORONTO, ON – The fourth-year Public Relations students from the University of Guelph-Humber are going to need a bigger trophy case. After winning a Canadian Public Relations Society Award this spring, the students from Professor Scott Langdon's class have won a Gold Quill Award from the International Association of Business Communicators (IABC) for the 2006 Shaun Bruce Mayoral Campaign.

"This is an important accolade for the University of Guelph-Humber," said University of Guelph president Alastair Summerlee. "Not only does it recognize the high quality of our students, but it also reflects the unique learning environment and opportunities that Guelph-Humber provides."

Bruce entered the Toronto mayoral race in late September after a conversation with classmate Andrew Brander. The fourth-year public relations students believed the campaign would prove beneficial as both a learning experience and means to affect change in Toronto. After a whirlwind six-week campaign, Bruce finished ninth out of 38 candidates.

"What this team achieved this year is nothing short of incredible," said Robert Gordon, President of Humber College Institute of Technology and Advanced Learning. "To be recognized internationally in this way, shows what our students can accomplish with talent, dedication, and a passion for their industry."

The Gold Quill Award (Student Division) follows another prestigious victory for the fourth-year students in their young public relations careers. The campaign team has been recognized by the Canadian Public Relations Society (CPRS) and will receive an ACE Award in the Student PR Campaign of the Year category at the 2007 CPRS ACE Awards gala on April 25, 2007. The Gold Quill Award will be presented to the Shaun Bruce for Mayor Campaign Team at a gala event on June 25, 2007 during the IABC International Conference in New Orleans, Louisiana.

The Gold Quill Awards program has been the hallmark of excellence in business communication for more than 35 years. This annual international competition offers professional communicators an opportunity to have their work evaluated by expert judges. Each year the Gold Quill Awards competition attracts more than 1,000 entries from IABC members and non-members crossing communication disciplines. For more information visit <http://www.iabc.com/awards/gq>.

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The International Association of Business Communicators (IABC) is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Established in 1970, IABC serves more than 14,500 members in 70 countries, 100 chapters and 10,000 organizations.

Shaun Bruce is a fourth-year student at the University of Guelph-Humber and was a candidate for Mayor of Toronto in 2006. Bruce campaigned for free public transit for all post-secondary students in Toronto and a strong youth voice in municipal politics. He finished ninth of 38 candidates with 2820 votes. For more information about the Shaun Bruce Mayoral Campaign please visit www.voteforshaun.ca.

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