



For Immediate Release

March 15, 2007

UNIVERSITY OF GUELPH-HUMBER STUDENTS WIN PUBLIC RELATIONS AWARD

Students Set Precedent for Young Program

TORONTO, ON – For the first time, students from the University of Guelph-Humber will be recognized for their outstanding achievement in public relations. Fourth-year students from the institution will receive a prestigious Canadian Public Relations Society (CPRS) Achieving Communications Excellence (ACE) Award for their work on Guelph-Humber student Shaun Bruce's Mayoral Campaign this fall.

"To be the first students to win a CPRS Award from Guelph-Humber is an honour," said Bruce. "I am amazed at what we, as students, were able to achieve for my campaign while still attending classes. Despite our timeframe, I received 2820 votes in the Toronto election and performed over 50 media interviews."

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 short 6-week campaign, Bruce finished ninth among 38 candidates.

"We ran a successful campaign because everyone was able to work to their strengths," Brander, a Campaign Advisor said, adding that students volunteered to work on media relations, policy development and event planning committees, among others.

The Team will receive the Award in the Student PR Campaign of the Year category at the 2007 CPRS (Toronto) ACE Awards gala on April 25th. Daniella Cross, Campaign Chair, submitted the application and nomination forms for the Award this winter and calculated that Bruce's mayoral campaign generated over _____ media impressions during his run.

-more-

"We were able to communicate with our target audience on MTV Live Canada, 102.1 The Edge, and Mix 99.9 through interviews," said Cross. "Our message to that audience, the Toronto youth, was this: vote on Election Day."

Students agreed that if it were not for Humber College Professor Scott Langdon and his guidance, the campaign would have never happened. Professor Langdon volunteered his time and experience to the campaign and assisted students on request. His constant support of the campaign team led to this precedent-setting Award.

The CPRS Achieving Communications Excellence Awards are presented annually across Canada to public relations students and professionals. The Campaign Team will discover if they have won the Gold, Silver, or Bronze ACE Award at the event. For more information on the 2007 CPRS (Toronto) ACE Awards visit www.cprstoronto.com. For more information on the University of Guelph-Humber visit www.guelphhumber.ca.

-30-

Jennifer Rideout
Media Relations Officer
The Shaun Bruce Mayoral Campaign
jrideo01@guelphhumber.ca