



# Media Release

THE CORPORATION OF THE TOWN OF FORT ERIE  
1 Municipal Centre Drive  
Fort Erie, ON  
L2A 2S6

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Janine Tessmer, Communications Advisor

TELEPHONE: 905-321-4436

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## Fort Erie wins two national communication awards

FORT ERIE (September 23, 2021) Today, the Canadian Public Relations Society (CPRS) awarded the Town of Fort Erie with a Gold Award of Excellence for the category “Canadian Digital Communications Campaign of the Year” and a Silver Award of Excellence for the category “Canadian Marketing Communications Campaign of the Year” for Fort Erie’s award entry titled: A Beach with Two Names.

“During COVID-19, we learned just how important effective communications can be when dealing with a crisis. It’s an honour to be awarded two national awards and one regional award for our Bay Beach communications in 2020. These awards reinforce just how hard, and smart, our team worked in order to help keep residents and visitors informed of Bay Beach operations during the start of COVID-19,” said Tom Kuchyt, CAO.

The digital communications category awards organizations that successfully engage with target audiences to create engaged communities. The marketing communications category awards organizations that successfully connect integrated public relations, marketing and advertising strategies to help market to external audiences.

CPRS is an organization of professionals who practice public relations in Canada and abroad. CPRS members work to maintain the highest standards and to share a uniquely Canadian experience in public relations.