

LIVEWIRE

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LIVEWIRE COMMUNICATIONS INC. WINS INTERNATIONAL COMMUNICATION AWARD

TORONTO, ON – 30 April 2010 – Livewire Communications, headquartered in Toronto, Ontario, is proud to be the recipient of a prestigious 2010 Gold Quill Award for excellence in business communication, presented by the International Association of Business Communicators (IABC). Livewire won an Award of Merit in the Communication Management Division for its work on a recruitment strategy and campaign for Four Seasons Hotels and Resorts.

For more than 35 years, IABC's annual Gold Quill Awards program has honored the best of the best in business communication, offering professional communicators an opportunity to have their work evaluated by expert judges. The winners represent excellence in organizational communication and their work plans serve as best practices for professional communicators across communication disciplines.

This year's competition was sponsored by Towers Watson and received nearly 900 entries from 28 countries. Of these, 106 were selected to receive awards—32 Awards of Excellence, 71 Awards of Merit and three Student Awards. The winners will be honored at the Gold Quill Awards gala dinner on June 7th at the [IABC 2010 World Conference](#) in Toronto.

"This award is a proud achievement for Livewire and a testament to the effort that our team put into this challenging, yet successful campaign," says Livewire President and Partner Mark Attard. "We're fortunate to have clients like Four Seasons who understand the value of strategic communication and appreciate the trust they have shown us over the years."

In 2007, Four Seasons anticipated unprecedented growth in its number of new properties. This would necessitate a dramatic increase in hiring across all levels of the organization, a task complicated by the need to hire only the most exceptional candidates that would fit with Four Seasons' unique culture. The company recognized that attracting the top hospitality program graduates had become increasingly difficult in recent years and asked Livewire to investigate what had caused this change and to develop a new student recruitment strategy that would help reverse the trend.



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The resulting campaign was developed based on extensive research with the target audience, educators and industry representatives. It combined printed, multimedia and digital/interactive elements to deliver a more engaging and personal recruitment experience than Four Seasons had been using in the past.

“With the assistance of Livewire, Four Seasons has transformed the recruitment communication tools used to promote Four Seasons as an employer of choice in the hospitality industry and we are thrilled with the end result,” says Debbie Cross, Director of Global Recruitment, Four Seasons Hotels and Resorts.

The Gold Quill Award entries went through two rigorous rounds of judging by top senior communicators from around the world. The final selection was made by the Gold Quill Awards Blue Ribbon Panel of judges in March. To win its Gold Quill Award, Livewire competed with peers from 28 countries including: Australia, Belgium, Brazil, Canada, China, Denmark, Hong Kong, India, Japan, Mexico, New Zealand, the Philippines, Russia, South Africa, Spain, Trinidad and Tobago, the U.K., and the U.S.

Visit the [Gold Quill Awards website](#) to see the complete list of this year’s award winners. A select number of award-winning entries will be on display at the IABC 2010 World Conference.

The Gold Quill Award-winning case studies will also be published as a collection titled, *Best Practices in Communication Planning and Implementation*. The latest collection from the 2009 Gold Quill Award-winners is now available for sale on the [IABC Knowledge Centre](#).

About IABC

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 15,000 members in 80 countries. For more information, visit www.iabc.com.



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About Livewire Communications Inc.

For over 15 years, Livewire has helped many of Canada's leading corporations improve organizational performance, affect change, and achieve quantifiable business results through strategic internal and external communications. Our team of strategic and creative experts includes business and organizational consultants, channel producers, writers and visual designers. Together, we align our clients' strategic priorities, corporate values and brand promise into communication strategies that build sustainable impact on an organization's people, culture and market. For more information visit www.livewireinc.com

