



Sault College News Release
For immediate release

Sault College graduate wins national award

(Sault Ste. Marie, ON June 2, 2016)

Sault College graduate Ife Akintunde was presented with the 2016 CPRS/CNW Group Student Award of Excellence by the Canadian Public Relations Society (CPRS) and CNW Group.

Akintunde was recognized during the World Public Relations Forum Awards Gala on May 31st in Toronto, Akintunde accepted the award in front of his future industry peers.

"It is such an honour to be the recipient of this year's CPRS/CNW student Award of Excellence. Winning this award means a lot to me and I appreciate everyone that has contributed in the success story, especially my professors and my colleagues at Sault College. Public Relations has always been a passion for me, and with this award, I know I am poised for a positive impact in the PR world on a global scale," said Akintunde.

A native of Lagos, Nigeria, Akintunde joined Sault College as an international student and during his time in the Sault has been actively involved in the community. While studying at the College he helped organize a number of events and projects through a public relations and event management lens. He helped organize fundraising events for a local school board and the local United Way Chapter, as well as taking the lead public relations role for the African Caribbean Canadian Association of Northern Ontario (ACCANO), helping organize a black history month celebration.

"As an international student, Ife clearly demonstrated his tremendous work ethic and dedication to the program by adapting quickly to some of the common challenges facing students from other countries, such as language, environment and culture," says Gino Cavallo, instructor, Public Relations-Event Management, Sault College and Akintunde's nominator for the award. "In early March, Ife was one for four students in the program to receive the President's Scholarship Award, recognizing outstanding academic achievements."

"The College is very proud of our students' accomplishments and we congratulate Ife on this prestigious award. I also want to congratulate Ife today as he graduates from Sault College. It's a big day for him

and I have no doubt he will accomplish his goals and we are proud that Sault College has been part of his life path”, says Colin Kirkwood, Vice-President Academic and Research.

AWARD

Established jointly by CPRS and CNW Group, the award recognizes student excellence in the public relations (PR) field. Program coordinators or instructors from public relations programs across Canada nominate student candidates. Eligible students had to be currently enrolled in their final year (or equivalent) of a recognized, full-time PR program, instructed in a Canadian post-secondary institution. Winners receive a certificate and a cash award from CNW Group. CPRS will provide Akintunde with a complimentary Affiliate Membership. The Affiliate Membership is a new category designed specifically for new practitioners entering the profession following the completion of post-secondary public relations studies.

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About Sault College - #yestothebest

The vision of Sault College is to provide a transformative life experience through empowering those who study with us to think and learn in progressive, innovative ways, including those we have not yet imagined. Sault College grants Ontario College certificates, diplomas, advanced diplomas, graduate certificates, and degrees to its graduates. The College is the largest deliverer of apprenticeship training in all of Northern Ontario. Educating over 2300 full-time and 4000 part-time students each year, Sault College has a significant economic impact on the community, with spin-offs in excess of \$158 million. Over \$1.8 million dollars in scholarships, bursaries and awards are distributed annually to students at the College. Located on the border to the United States and situated in the middle of three of the largest Great Lakes on the planet, Sault College is one of 24 publicly-funded colleges in the province of Ontario.

Visit our website at www.saultcollege.ca to learn more.

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