

2005 CWC/CBC TRANSFORMER AWARD WINNER ANNOUNCED

July 27, TORONTO – Canadian Women in Communications (CWC) and CBC/Radio-Canada have declared **Laura Mellanby** of Toronto as the winner of this year’s CWC/CBC Transformer Award. This Award is a personalized career development program for women undergoing a career transition. The selected candidate will participate in a combination of professional development courses and networking opportunities tailored specifically to her by CBC/Radio-Canada’s Human Resources, support and media departments.

“The CWC/CBC Transformer Award is an important part of CWC’s overall mission of helping women advance in the Canadian communications industry,” said Stephanie MacKendrick, CWC President. “Whether they are changing jobs, companies or sectors, either by choice or unexpectedly, the Transformer Award helps women cope with their career transition and make the most of it. It also reflects CWC’s and CBC/Radio-Canada’s common commitment to the leadership role of women in our industry.”

Now in its third year, the CWC/CBC Transformer Award is becoming widely recognized throughout all sectors of communications as a coveted opportunity for women to acquire strong change management strategies. This year’s winner, Laura Mellanby, was selected from a group of impressive applications nationwide for having demonstrated outstanding ambition, need and interest in this program.

“CBC/Radio-Canada is committed to providing career development opportunities that provide women with the skills and experience to reach senior positions in Canada’s communications industry,” said Robert Rabinovitch, President and CEO, CBC/Radio-Canada. “We’re pleased to partner with CWC in this initiative and to help strengthen the career paths of such dynamic, talented and promising women.”

Canadian Women in Communications – Association canadienne des femmes en communications (CWC-AFC) is a national, bilingual non-profit organization dedicated to the advancement of women in the communications industry through strategic networking, targeted professional development and meaningful recognition. CWC has over 1,400 members in chapters across Canada. For more information on CWC and the CWC/CBC Transformer Award visit www.cwc-afc.com.

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. It reaches Canadians through eight national radio and television networks, its full-service Web sites, local/regional stations and affiliates, as well as the digital television channel *Country Canada* and the continuous music network *Galaxie*. In addition, CBC/Radio-Canada has forged partnerships with other broadcasters and is a partner in the specialty television services *ARTV* and *The Documentary Channel*. Through this array of activities, CBC/Radio-Canada brings diverse regional and cultural perspectives into the daily lives of Canadians in English, French and eight aboriginal languages.

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