

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: August 23, 2010

SUBJECT: PRESENTATION – 2010 COMMUNICATOR WEBSITE AWARD –
AWARD OF DISTINCTION

INFORMATION ITEM

RECOMMENDATION

Betsy Bond, Director – Client Services, Devlin Web Corporation Inc., will present the TTC with the 2010 Communicator Website Award – Award of Distinction at the August 23, 2010 Commission meeting.

BACKGROUND

The TTC website, www.ttc.ca, was recently honoured with a 2010 Award of Distinction for Transportation websites at the 16th Annual Communicator Awards for its recent work to make the website more useful and user friendly to all transit riders in Toronto. The Award of Distinction is presented for projects that exceed industry standards in quality and achievement.

The Communicator Awards are judged and overseen by the International Academy of the Visual Arts (IAVA), a recognized member-based organization of leading professionals from various communications, media and visual arts disciplines. Current IAVA members represent such brands and organizations such as Conde Nast, Disney, The Ellen Degeneres Show, Estee Lauder and HBO. The awards themselves receive over 9,000 entries each year from companies and agencies of all sizes and from all over the world, making it a very competitive field. While www.ttc.ca is fully focused on providing excellent service to TTC riders, an award such as this is valuable added recognition from peers in the communications field.

August 3, 2010
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