

Date November 9, 2021  
To Members of York Region Rapid Transit Board of Directors  
Copy Bruce Macgregor, Lina Bigioni, Christopher Raynor  
From Mary-Frances Turner, President, York Region Rapid Transit Corporation  
Subject **2021 MarCom Platinum Award – 2020 YRRTC Annual Report**  
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York Region Rapid Transit Corporation [YRRTC] is pleased to inform the Board of Directors that we have won a Platinum Award in the Digital Media category from the [2021 MarCom Awards](#) for our [2020 YRRTC Annual Report](#).

MarCom Awards honors excellence in marketing and communication while recognizing the creativity, hard work and generosity of industry professionals. MarCom is administered by the [Association of Marketing and Communication Professionals \(AMCP\)](#) and, since its inception in 2004, MarCom has evolved into one of the largest and most-respected creative competitions in the world. Each year, about 6,500 print and digital entries are submitted from dozens of countries. There were a total of 11 Platinum winners in the category of E-Annual Reports, where Platinum winners received scores in the range of 90-100.





YRRTC is proud to deliver creativity through innovative platforms that connect with audiences and stakeholders. This achievement will be promoted through social media and posted on [vivanext.com](https://vivanext.com). Staff will also present this award-winning Annual Report at the [16<sup>th</sup> Annual Municipal Communications Conference](#) [virtual] to share with peers in the industry.

For more information on this memo, please contact Danielle Hutson, Vice President (A), Communications, York Region Rapid Transit Corporation, at 905-505-1348.

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Mary-Frances Turner, President