

Media centre

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George Stroumbouloupoulos, host of CBC's "The Hour," and Michele McKenzie, CTC president and CEO, at the awards luncheon. | Need video or images for publication? [Click here](#)

CTC's GoMedia 2010 awards highlight the write stuff.

Top storytelling, blogs, online media websites take bow at commission's annual GoMedia Canada Marketplace in T.O.

by CTC News Staff | 26 August 2010

There was no red carpet, but plenty of kudos at the [GoMedia Canada Marketplace awards](#) yesterday (Aug. 25). The awards luncheon is among the highlights of the five-day annual media powwow put together by the [Canadian Tourism Commission \(CTC\)](#). GoMedia is CTC's premier annual international media event on Canadian turf.

Four deserved winners took the acclaim at the [The Fairmont Royal York hotel](#) in Toronto, ON. The focus of the lunch—sponsored by [Agriculture and Agri-Food Canada](#)—and of CTC president and CEO Michele McKenzie's intro, was promoting culinary tourism in Canada.

- [Tourism Vancouver](#) took the honours in the Online Media Centre Award, judged by Tom Gierasimczuk, editor of *up!*, [WestJet's](#) inflight magazine. Darren Johner, [Tourism Vancouver's](#) digital marketing manager, was as pleased as punch to beat some tough opposition. Gierasimczuk highlighted the site's media pages that "feature bold, bright, yet large, clean and familiar elements, all couched in an approachable blog-style skin." He also had praise for its usability: "Intuitive navigation is a strong suit of the centre, and there is little digging required because the 10 or so visible entry points deliver vital information to media in two or three clicks—from neighbourhood itineraries to annual room occupancy."
- New to GoMedia in 2010: the Best Travel Blog Award. It was a tough choice for judge Sree Sreenivasan, dean of Student Affairs and digital media professor at New York City's [Columbia University Graduate School of Journalism](#). However, [i Backpack Canada's](#) depth of Canada travel stories, tips and info tipped the scales in its favour. Here's how Sreenivasan assessed the site: "i Backpack Canada has all the features of a good travel blog: smart writing, strong photos, useful advice and glimpses into unusual, enticing and, occasionally, scary places. But Corbin does it all with a sense of humour and personality rarely seen on other sites, making it a blog worth reading—and emulating." Sreenivasan couldn't be there in person for the presentation, so Justin Young, managing director of [Radar DDB](#), handed over the prize.
- [Margo Pfeiff](#) won the Top Canadian Travel Story Award for her article in the *Los Angeles Times* capturing the magic of [swimming with beluga whales in Hudson Bay](#). The article was so popular, it was then picked up by the *Ottawa Citizen*. [George Stroumbouloupoulos](#), dashing host of CBC's "The Hour," who had the tricky task of judging this award, noted: "Midway through the first paragraph, I forgot I was reading a travel article. And halfway through the article, I wanted to be there. I could feel the temperature of the water, hear the sounds underwater and crave the caribou bourguignon. Margo Pfeiff was telling a great story, not just telling me what she did and where I could go."
- The other new prize this year was the Top Canadian Travel Story Award—Foreign Submission. [Essential Québec City](#) by [Travel Channel International](#) owned this podium. Gareth Davis, its senior reporter and executive producer, received the award from judge Jennifer Bell, vice president Communications for the [Toronto International Film Festival](#). Bell summed up: "The piece is most engaging and entertaining. As a Canadian knowing Quebec, I still learned interesting tidbits and was drawn into the program with the creative and interesting angles that were profiled. The script itself was well-written and fast paced, making it an enjoyable series of segments to watch."

Stay tuned for a full review of GoMedia, plus video, coming soon in [CTC News](#).

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