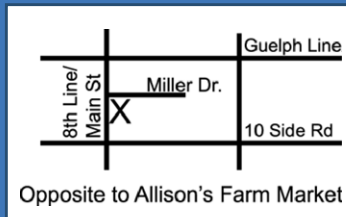




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## NEWS

# Publisher wins speechwriting award

By Ashley Goodfellow  
Special to The IFP

To say Dana Robbins was surprised about receiving the top distinction in Cicero's 2015 Speechwriting Awards would be an understatement.

In fact, when Metroland South's vice-president and group publisher (including *The IFP*) got an email congratulating him on being the Grand Award recipient, he promptly suggested there was a mistake.

Though he was aware his speech was up for consideration in the contest that honours speechwriters for their contribution to the public conversation, he didn't think his submission was a serious contender.

Robbins submitted his speech, *Wayne's Story—Eradicating Poverty in Canada*, earlier this year, he said, after someone who heard it nudged him to do so.

It was a speech he presented at the Hamilton Speakers Bureau on April 1, 2014, on a topic he feels very passionately about.

Upon realizing he had, indeed, won, he was humbled.

"I'm thrilled, and more than a little shocked," said Robbins, who is also publisher of *The Mississauga News* and *Brampton*



DANA ROBBINS

*ton Guardian*. "I think incredulous might be a better description."

The speech, which you can read here, [http://vsotd.com/sites/default/files/2015\\_CiceroAwards-Winners.pdf](http://vsotd.com/sites/default/files/2015_CiceroAwards-Winners.pdf) is a poignant story

and personal reflection on poverty and what it will take to galvanize public opinion around the issue to make a true difference on a national level.

It's an issue that matters to Robbins because of his own upbringing, and the plight of one particular childhood friend, Wayne.

Being singled out for this award, he said, brings with it the opportunity to further highlight the issue.

He said it is hugely gratifying "to see the issue of poverty reduction get this kind of attention and traction," and "to think it resonated with others."

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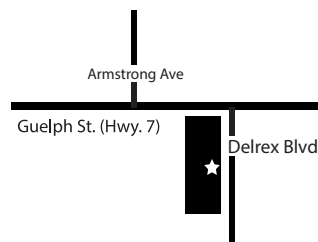
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