



## Proudly Expanding Our Recognition Program

**Toronto, October 15, 2022**—The Canadas Most Respected (CMR) Award Program announced today that it is expanding its recognition program for corporations, entities, and occupations that fall within the top three levels of its ranked points system as chosen by a representative sample of Canadian adults.

The unveiling of the new recognitions took place last week and will be conferred upon the top three with the first ranked Diamond Award, followed by the second ranked Platinum Award, and the third ranked Gold award—retroactive to September 1, 2022, and all other eligible recipients going forward.

“The response to new recognition program, which is the first evolution since it was established in 2020, has been extremely positive.” said Jeff Munn, Executive Director of the “CMR” Award Program. “By creating this new format, more organizations and their employees will be able to celebrate the achievement for attaining an outstanding level of respect among the Canadian public, especially during challenging economic times.”

Those who place in any of these top three categories are eligible to use the distinctive award logos and other materials associated with the CMR Awards Program\*. Previously, only the top ranked awardee was able to use the recognition package. The new recognition logos will be adapted to each award iteration and can displayed as follows:



DIAMOND RECOGNITION



PLATINUM RECOGNITION



GOLD RECOGNITION

“These Awards are based on independent national public research, not by nominations, write-in efforts or a committee process. The results stem from consistent, positive behaviours of all front-line and backend teams in support of their organizations.” said Munn,

Established in November 2020, the DART Insight and Communications (DART I&C) CMR Award Program recognizes and promotes the leaders and employees of organizations who exemplify respectful behaviours and practices to Canadian consumers and citizenry writ large. Candidate organizations are selected from publicly available industry information and then chosen by a representative sample of the Canadian adult public using a rigorous and nationally representative methodology undertaken by [Maru Public Opinion](#) that is provided here: [CMR Methodology](#)

**For further information contact:** Jeff Munn, 416-572-7583, [jeffm@canadasmostrespected.com](mailto:jeffm@canadasmostrespected.com)

\*Permission must be obtained from the CMR Award Program Executive Director to do so. Award use lasts for one year from the date of announcement.