

Confluence 2026, Canada's Inaugural Creator Awards, Unveils Finalists

Confluence Awards names 40+ creators across 10 categories ahead of live ceremony at Four Seasons Toronto on March 26

TORONTO, ONTARIO, CANADA, March 12, 2026 /EINPresswire.com/ --



Our inaugural finalist class is exactly what we set out to find — creators whose work reflects the Canada we actually live in."

Joycelyn David

[Confluence Awards](#), Canada's first national creator awards program, today announced its inaugural class of finalists celebrating the country's diverse creator community. More than 40 creators across 10 categories — including Food, Health & Wellness, Education, Business & Tech, Travel, Arts & Entertainment, Fashion & Beauty, Breakthrough Star, and Emerging Voice — have been selected through a rigorous evaluation process combining expert jury scoring and independent online verification.

The finalists represent the breadth of Canada's creator landscape: from a Cordon Bleu-trained Métis chef to a collective of journalists building infrastructure for diverse storytelling, from a prairie-based DIY creator with over 1 million TikTok followers to a family-run Traditional Chinese Medicine wellness project built organically between Cantonese sisters.

"Our inaugural finalist class is exactly what we set out to find — creators whose work reflects the Canada we actually live in," said Joycelyn David, Owner and CEO of AV Communications. "These aren't just popular accounts. These are creators building real communities, preserving cultural traditions, and pushing creative boundaries across platforms that most awards programs don't even acknowledge. Recognition where it's overdue."

2026 Finalists by Category

Food: Raymond Cua (Travelling Foodie), Alix Loiselle (French Kiss Cook), Joanna Luo (Toronto Diary), Margarett Leandre, Ayesha Rasheed

Health & Wellness: Ryan MacEwen, Lauren Obedkoff (FlabulousLo), Lisa (The Chinese Soup Lady), Jane Stewart, Moe Akel

Education, Business & Tech: Nidhi Nagori, Anne Mok, Deidre Gourlay (Our Upcycled Life), Jessica Moorhouse, Reni (XoReni)

Travel: Josh Rimer, Glasbo, Ana Clara (NotYourPlumTravels), Brent Hendrick, Shobhit Khatter
Arts & Entertainment: Jenna Rutherford (From House to Home DIY), Nir Guzinski, Ashley Rosenow (Illustrious Interiors), Andrew McWhae, Mia Ohki
Breakthrough Star: Hillary Kaplan, Andrian Makhnachov, Becca Rhodes, Jozzoh, Jessica Milburn (Responsive Parenting)
Emerging Voice: Didihood, Jennifer Cuthbert Lam, Imaani Walker, Alvina Kaye, Jayne Kamara & Shawna Stewart
Fashion & Beauty: Kiley Langille, Kels (kelsielynnxoxo), Cecile Brenda, Kyra Milan, Danielle Julius-Williams, Ambika Goel
People's Choice Award Nominees: Hillary Kaplan, Nidhi Nagori, Jenna Rutherford, Ryan MacEwen, Kiley Langille
Creator's Choice Award Nominees: Deidre Gourlay, Moe Akel, Nir Guzinski, Lisa (The Chinese Soup Lady), Josh Rimer

Evaluation Process

Finalists were evaluated by an expert jury across five criteria: content quality, community engagement, consistency, cultural impact, and authenticity. Judge scores were then validated through independent verification of social media presence, press coverage, brand partnerships, and real-world credentials across both mainstream platforms (Instagram, TikTok, YouTube) and diaspora-specific platforms (Xiaohongshu, WeChat, Weibo, KakaoTalk).

The 2026 jury includes Ranjit Sarai (Western Union Canada), Taryn Fisher (Estée Lauder Companies Canada), Danyal Syed Ali (IKEA Canada), Belle Baldoza (Global Marketing and Communications Leader), and Shaharyar Irfan (AV Communications).

People's Choice and Creator's Choice Awards

Two additional awards give voice to both the public and the creator community. The People's Choice Award is determined by open public vote — five nominees with the strongest verified audience reach have been selected for the ballot. The Creator's Choice Award is voted on exclusively by Confluence Awards finalists, recognizing the creator whose craft and community-building earn the deepest peer respect.

Voting details are available at www.confluenceawards.com.

Awards Ceremony

Winners across all categories will be announced live at the inaugural Confluence Awards ceremony on March 26, 2026 at the Four Seasons Hotel in Toronto.

Official Sponsors and Partners

The program's sponsor lineup represents a cross-section of industries recognizing the value and

influence of Canada's diverse creator community:

Presenting Sponsors: AV Communications, Klever Kaos

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About Confluence Awards

Confluence Awards is Canada's first national awards program dedicated to celebrating the diversity, creativity, and cultural richness of the country's creator community. The name "Confluence" represents the meeting of rivers: a symbol of unity, movement, and connection that captures the spirit of Canada's creative landscape.

The program recognizes creators across 12 categories—including Food, Health & Wellness, Fashion & Beauty, Technology & Innovation, Finance & Business, Arts & Entertainment, Education, Travel, Emerging Voice, Breakthrough Star, Creator's Choice, and People's Choice—spanning both mainstream platforms such as Instagram, TikTok, and YouTube, and diaspora-specific platforms including Xiaohongshu, KakaoTalk, and WeChat.

About AV Communications

AV Communications is a leading multicultural marketing and communications agency with over 20 years of experience connecting brands with diverse Canadian audiences. Specializing in influencer marketing, brand partnerships, and event production, [AVC](#) has built deep relationships across cultural communities nationwide. The agency's expertise spans from grassroots community engagement to national campaign execution, making it uniquely positioned to launch Canada's first comprehensive multicultural creator awards program.

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