
From: Erin.Whitton@metrolinx.com [Erin.Whitton@metrolinx.com]
on behalf of Erin.Whitton@metrolinx.com
Sent: 4/12/2012 4:22:27 PM
To: Vasie Papadopoulos
CC: Nancy Pogue; Jessica Kosmack
Subject: SC Bike to Work Day 2012 Communications Plan
Attachments: B2W Day 2012 Comms Plan_DRAFTforREVIEW_12April.doc; Bike to Work poster v5.pdf; BiketoWork t-shirt white.pdf; BTWD ad V2.pdf
Importance: High

Hi Vasie,

Attached for your review is the Smart Commute Bike to Work Day package, finalized and prepared for MTO's review and approval. I understand that the process is now for these things to go to you for review and any comments before then moving on to MTO. What do you think is realistic timeline for getting it over to MTO?

Included is:

- Communications plan
- Ad design
- T-shirt design
- Poster design

If you have any questions about the program, or any of the attached pieces, please don't hesitate to let me know. Nancy or I can help clarify any Qs.

Cheers,
Erin

Erin Whitton

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