
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 4/19/2012 3:54:00 PM
To: Angela [Mastrangelo]
Subject: FW: Barrie Weekend Communication Plan
Attachments: CommPlan_ServiceChanges_BarrieWeekend.doc; StakeholderPlan_ServiceChanges_BarrieWeekend.xls

From: Vasie Papadopoulos
Sent: Wednesday, April 18, 2012 6:20 PM
To: Judy Pfeifer
Subject: Barrie Weekend Communication Plan

Judy,

Here is the Barrie weekend rail service comms. plan. The media buy is still being fleshed out with Zenith media, but I still want to get this to MTO so they are at least comfortable with a political announcement for the week of May 7th - enough time to promote the new service properly before it is in operation on June 23rd.

Thanks,
Vasie