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**From:** Judy Pfeifer  
**Sent:** 4/24/2012 7:58:50 PM  
**To:** Vasie Papadopoulos  
**Subject:** RE: Comprehensive Barrie Weekend service package

Can we speak to doing some partnership announcements post public announcement? Such as using Barrie Chamber? Summer Festivals? What about posting the ads in the Barrie library?

Tagline or promotions on Barrie sites?

**From:** Vasie Papadopoulos  
**Sent:** Monday, April 23, 2012 8:39 AM  
**To:** Judy Pfeifer  
**Subject:** Comprehensive Barrie Weekend service package

Judy,

Please find the updated Barrie weekend rail service plan, including the proposed media buy and rationale as coordinated with Zenith.

Thanks,  
Vasie