
From: Judy.Pfeifer@metrolinx.com [Judy.Pfeifer@metrolinx.com]
on behalf of Judy.Pfeifer@metrolinx.com
Sent: 4/24/2012 7:58:52 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