
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 6/7/2012 6:56:00 PM
To: Nicole [Czorny]
Subject: RE: Reminder: MOVE materials for approval

Hi Nicole,

The MOVE ad for the GRID is fine as is.

On the postcard, please also use the non-tagline logo. Generally speaking I think we can use that one – there may be specific larger-scale opportunities where we would choose to have the tagline but if we use it, it needs to be in both official languages and that can look a bit crowded.

Small point and don't know if it's possible, but on the postcard could you title it "Event Partners" (or supporters) rather than Event Sponsor? Not a big deal, but since we are funding you through our Partnership Program and we don't actually have a sponsorship program it's a nuance that we would appreciate if possible. Otherwise should be sponsors – plural. Happy to discuss if you want to call me.

Thanks

Dina Graser
Director, Community and Stakeholder Relations
Metrolinx
416-874-5950
dina.graser@metrolinx.com

From: Nicole Czorny [mailto:nczorny@evergreen.ca]
Sent: June 7, 2012 10:34 AM
To: Dina Graser
Cc: Andrea Gusen
Subject: Reminder: MOVE materials for approval
Importance: High

Hi Dina,

I am following up on your approval for the MOVE ad going in the Grid. This ad is due tomorrow, so your approval is greatly appreciated.

I also have attached the MOVE postcard for approval. Please let me know if you prefer for us to use the non-tagline logo in this as well, and in all MOVE materials going forward.

Regards,

Nicole Czorny | Communications Coordinator
416.596.1495x236 | Centre for Green Cities | 550 Bayview Ave. | Toronto ON | M4W 3X8
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From: Nicole Czorny
Sent: June-06-12 12:13 PM
To: dina.graser@metrolinx.com
Cc: Andrea Gusen (Andrea.Gusen@metrolinx.com)
Subject: For approval today : MOVE ad
Importance: High

Hi Dina,

Attached is the updated MOVE ad for The Grid, with the non-tagline Metrolinx logo we received from Andrea.

Please review for your logo and let me know when it has been approved. This ad is due on Friday, so I would be great if we could get approvals today, so there is time to get the ad ready for production.

Thanks!

Nicole Czorny | Communications Coordinator

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