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**From:** Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]  
**Sent:** 6/12/2012 6:52:08 PM  
**To:** Judy Pfeifer [Judy.Pfeifer@metrolinx.com]  
**Subject:** RE: Mx Expo Ad

I think saying "It's a 25-year, \$50 billion plan to transform the way the Greater Toronto and Hamilton area moves" is a bit of a mouthful. Can we leave it as is?

And I cannot track down backup for the "7000 new pathways, lanes" etc stat so I am waiting for PPI to tell me if it is safe just to say "Thousands of new pathways..." etc.

Hoping to finalize this within the next half hour.

Dina

**From:** Judy Pfeifer  
**Sent:** June 12, 2012 2:52 PM  
**To:** Dina Graser  
**Subject:** Fw: Mx Expo Ad

\*sent from judy's bb\*

**From:** Bates, Kimberley (MTO) [mailto:Kimberley.Bates@ontario.ca]  
**Sent:** Tuesday, June 12, 2012 02:37 PM  
**To:** Judy Pfeifer  
**Subject:** RE: Mx Expo Ad

Thanks for the FYI Judy. One thought – did you want to mention the actual region in the first mention?

*Kimberley A.G. Bates, BQ, APPR*  
Director of Communications  
Ministry of Transportation  
77 Wellesley Street West  
3rd Floor Ferguson Block  
Toronto, On M7A 1Z8  
416-327-2117

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**From:** Judy Pfeifer [mailto:Judy.Pfeifer@metrolinx.com]  
**Sent:** June 12, 2012 2:26 PM  
**To:** Petrevan, Sarah (MOI-MTO)  
**Cc:** Bates, Kimberley (MTO)  
**Subject:** FW: Mx Expo Ad

FYI

**From:** Judy Pfeifer  
**Sent:** Tuesday, June 12, 2012 2:26 PM  
**To:** Bruce McCuaig  
**Cc:** Dina Graser  
**Subject:** Mx Expo Ad

Hi,

We have access to some in-expensive ad space as part of Evergreen.

Here is an ad the team created with FH to reflect our new key messages.

Wanted you to see it before we went to print. I will also flag for MTO.

Judy