
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 6/12/2012 7:52:00 PM
To: Judy [Pfeifer]
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

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