
From: Steve Naylor [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=STEVE.NAYLOR]
Sent: 9/17/2012 7:19:08 PM
Subject: Fw: Briefing Document for Topiary Metrolinx Logo
Attachments: Topiary with Hillside Media vers1.docx

From: Michael Cooper
Sent: Monday, September 17, 2012 10:19 AM
To: Judy Pfeifer; Steve Naylor
Cc: Chelsea Munro
Subject: RE: Briefing Document for Topiary Metrolinx Logo

Hi Judy,

Amended briefing note regarding purchase of CN advertising rights that included the Hillside "topiary" asset.

Thank you,

Michael

Michael Cooper
Project Officer Advertising
Strategic Business Planning and Development 10TH Floor
416 869 3600 ext.5646
michael.cooper@metrolinx.com

From: Judy Pfeifer
Sent: Monday, September 17, 2012 10:09 AM
To: Steve Naylor; Michael Cooper
Cc: Chelsea Munro
Subject: RE: Briefing Document for Topiary Metrolinx Logo

Please amend the note to explain this. Thanks.

From: Steve Naylor
Sent: Monday, September 17, 2012 10:08 AM
To: Judy Pfeifer; Michael Cooper
Cc: Chelsea Munro
Subject: RE: Briefing Document for Topiary Metrolinx Logo

We bought in March from CN

From: Judy Pfeifer
Sent: Monday, September 17, 2012 10:07 AM
To: Michael Cooper; Steve Naylor

Cc: Chelsea Munro
Subject: RE: Briefing Document for Topiary Metrolinx Logo

Hi,

Thanks for the updated note.

It is not clear to me in the note how this topiary got into Metrolinx's hands.

Was it a result of a sale? Transfer?

From: Michael Cooper
Sent: Monday, September 17, 2012 8:54 AM
To: Judy Pfeifer; Steve Naylor
Cc: Chelsea Munro
Subject: Briefing Document for Topiary Metrolinx Logo

Good Morning Judy,

Please find attached briefing note for you regarding the placement of Metrolinx messaging ("Topiary" Metrolinx Logo) along the Gardiner Expressway.

Much appreciated and thank you,

Michael

Michael Cooper
Project Officer Advertising
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