

PROGRAM STRUCTURE

Because Communities in Bloom is designed to be a continuous community improvement program, it is divided into three phases: Provincial, National and International.

Provincial Editions

Communities participate with other communities in their population category within their province. Provincial judges evaluate the communities on the eight criteria previously listed and award a certificate with a rating of 1 to 5 blooms (5 being the highest ranking) at a provincial awards ceremony in the fall. The top two 4 or 5 bloom communities in each province will be invited to participate in the following year's national competition. Any community is allowed to participate in a non-competitive category either to learn about the program or, if they are past participants, to maintain their initiatives, programs and committees.

The provincial editions also include a non-competitive **Mentoring** category, where an experimented community guides a new community through the process of their first participation. Each provincial organization also offers special programs and categories specific to provincial context and objectives.

National Edition

Who is invited to participate in the national edition?

Population

- The top two communities, excluding the winners, from each province in each population category from the previous year's **national edition**.
- Up to two 4 or 5 Bloom communities from each population category in each province, recommended par the provincial organizations.

Circle of Excellence

A non-competitive category – with or without evaluation – where past winners are invited to continue local Communities in Bloom initiatives.

Circle of Champions (new in 2011)

This category, suggested by communities, is a competition between past winners. Population categories (small - medium - large) will be determined by registrations.

Canadian Forces Communities in Bloom

A category that involves Canadian Forces Bases.

Special Attractions

A category that features green attractions such as parks, living history museums, BIAs, etc.

International

The **International Challenge** invites past winners from different national programs (Communities in Bloom, Britain in Bloom, America in Bloom, Tidy Towns of Ireland, Japan in Bloom, *Villes et Villages Fleuris de France*, etc.) to compete with each other.

Outstanding Achievement Awards are also part of the provincial and national editions and recognize exemplary achievement in each of the eight criteria, plus other special initiatives.

PROGRAM BENEFITS

Communities have recognized numerous benefits from participating in the program:

- Increased civic pride and community involvement
- Increased awareness of the importance of green spaces
- Citizens, groups, organizations, business and municipal government all mobilized and working together
- Year-round projects and continuous improvement for the entire community
- Best practices and information exchange
- Valuable information and feedback from the judges
- Environmental Leadership
- Economic development and increased property values
- Marketing and promotional opportunities
- Positive benefits for the tourism, hospitality and retail industries
- Improved quality of life



Strathcona County, AB
Winner of the 2010
Sustainable Development Award,
presented by *Canada Lands Company*

PROCESS FOR PARTICIPATION

Registration

Helpful information on the program and the evaluation form are available by contacting Communities in Bloom or by visiting www.communitiesinbloom.ca. Registration can be done through the provincial organizations or the Communities in Bloom national office.

Your Local Committee

The committee is usually composed of local citizens, including one member of council and members of associations, businesses and organizations interested in horticulture, heritage and improving community life.

The committee's objectives are:

- To involve the community by means of local contests, which increase awareness about the program, its benefits and opportunities.
- To act as liaison with the municipal authorities.
- To create sub-committees to help with various projects within an evaluation criteria.

Budget

While participation in the program does not require considerable financial resources, obtaining funds to promote the program, involve the community, honour participants and volunteers, attend the award ceremonies, etc. is recommended.

It is suggested for the community to prepare an estimated budget and to find sources of funding, such as fundraising programs, community events, etc.

Communities in Bloom will provide fundraising ideas and examples from other communities.

Fundraising with Merchandise

For information and order forms, please visit www.communitiesinbloom.ca or contact:

Merchandise Coordinator
Communities in Bloom
Tel 514-694-8871 • Fax 514-694-3725
merchandise@cib-cef.com



Bloom Ratings

Communities are rated from
1 to 5 blooms

Up to 50 points:	1 bloom
56-63 points:	2 blooms
64-72 points:	3 blooms
73-81 points:	4 blooms
82 points and more:	5 blooms

Program Commitment

The participating communities have a responsibility to:

- Involve the entire community, with the support of municipal council
- Prepare for the judging in July or August
- Provide lodging for 2 nights for 2 judges (B&B accommodation is acceptable)
- Provide transportation for the judges to and from the nearest airport/train station
- Attend the provincial and/or national awards ceremonies
- Pay a registration fee, based on population categories and level of competition

The Judges' Visit – Useful Information

- Prepare materials and community profile book that address all criteria in the evaluation form.
- Make good use of the time spent by the judges in your community, to benefit from their expertise.
- The judges' itinerary should include all of the criteria.
- Provide the judges with the opportunity to interact with key individuals and network in your community.
- Let them see that you are proud of your achievements.



CFB Petawawa, ON
Winner of the 2010 Youth Involvement Award, presented by the *Communities in Bloom* Foundation

Awards Ceremonies

The Provincial Awards Ceremonies are held in the fall and include presentations and awards to all participants along with the judges' feedback.

The National Awards Ceremony, hosted in a different city each year, is held in the fall, in conjunction with the National Symposium on Parks and Grounds. All the National Finalists and Provincial Participants are encouraged to attend. The communities are showcased by means of community exhibits and promotional material.

Promotion

The Communities in Bloom program and participants are promoted throughout the year at trade shows and with press releases issued before, during and after the evaluation. Other means of promotion include:

www.communitiesinbloom.ca, including the **Explore our Communities** section, which gives additional visibility through a dedicated page for each participant and a link to the community's website.

The **Communities in Bloom Magazine**, published two to four times per year, also showcases participants with photos, results and articles.

CN Tower Communities in Bloom Gardens: a unique promotional opportunity for participating communities, at *Canada's National Tower*.

VIA Rail Garden Route: Available to 5-bloom communities located on the VIA Rail network, communities invited to participate in the VIA Rail Garden Route can highlight their community through this unique marketing tool. The Route also showcases outstanding feature gardens from coast to coast. www.viarail.ca/garden.

Information Exchange Network: The Information Exchange Network consists of valuable information and documents gathered by the judges and made available to all communities; documents are available on the **Lifestyle Information Network** website www.lin.ca/communities-in-bloom.



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Tel.: 514-694-8871 • Fax: 514-694-3725
bloom.fleurs@sympatico.ca
www.communitiesinbloom.ca

Major National Sponsor



CANADA LANDS COMPANY
SOCIÉTÉ IMMOBILIÈRE DU CANADA

National Sponsors



Teck



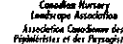
Beauti-Tone
PAINT



Roundup



NUTRIMENTS FOR LIFE
NUTRIMENTS POUR LA VIE



ZRB ZAUNSCHERB ROBERTS BLAIR INC.



NSP & G
SNP & EV

2011 National Symposium on Parks & Grounds
"Health through Parks & Green Spaces"

National Awards Ceremonies

Hosted by the National Battlefields Commission
October 26-29, 2011
Quebec City, QC



Symposium national sur les parcs et espaces verts
National Symposium on Parks & Grounds



Gouvernement du Canada
Commission des champs
de bataille nationaux

Government of Canada
The National Battlefields
Commission

Let CiB Ontario help to make it easier to **SHOWCASE YOUR COMMUNITY** and recognize your volunteers! We are very excited to announce our 2011 Program. Easy as 1, 2, 3.....



1) Full CiB Ontario Program

Communities that look successful are more likely to be successful, on many levels. People and businesses want to be associated with a successful looking community, which is particularly important with respect to potential new residents, investors, visitors, developers, realtors and others. This community capacity building program is for those who aspire to excel in the CiB Ontario program and advance to the National and International CiB Program. During July of each year, on an agreed date, two Communities in Bloom Ontario judges evaluate each participating community on the accomplishments of the whole team – residential, municipal, and business. Communities will be awarded a “trillium” rating along with a comprehensive 20 page Report .

New for 2011 - Ask about our easy 1st year entry (or re-entry) program with a simplified evaluation form.

2) Membership Program

This program is ideal for communities who would like a membership to enjoy all the benefits of the Communities in Bloom (CiB-O) program in a membership capacity to help in your efforts to “maintain” CiB Ontario standards with ongoing membership, continued support or networking through CiB Ontario to keep up to date on current trends or practices without being evaluated.

Your Community initiatives will be showcased at the Provincial Awards ceremony to be held at Landscape Ontario's Expo 2011 (formerly Garden Expo) in Toronto, Ontario in October 2011. Participants will receive a framed membership certificate.

3) Landscape Ontario Green for Life Community Awards

CiB Ontario is pleased to present this new award on behalf of Landscape Ontario, Green for Life. This program is suited to showcase specific projects or geographical segments within a community with Provincial/National recognition in the Communities in Bloom Ontario program. Any business, group, society, organization or community may enter (no limit). Participation is easy through the submission of 5 digital photographs and a project description form. Each project will be evaluated by a jury of professionals based on Community Spirit, Innovative Ideas & Environmental Sustainability.



New for 2011 - Project Categories include:

Communities (community projects, groups, business areas, BIAs, Chambers, historic restorations, gateway/entrance signage, etc),

Schools (youth involvement, school garden makeovers, environmental projects, etc.)

& *Parks* (Extreme park makeovers, restorations, new initiatives, etc)

Winners selected in each of the three categories.

REASONS COMMUNITIES PARTICIPATE:

- Stimulates Community Energy
- Encourages Tidiness & Beautification in Residential & Business Areas
- Networks Various Organizations for a Common Good
- Promotes Excellence in Environmental Initiatives
- Catalyst to Inventory Community's Assets
- Friendly Competition provides Focus & Deadline for Projects
- Evaluation Report is a Cost Effective Measurement of Success
- Low cost, program which helps to recognize your valuable volunteers
- Participating in this program may assist the group in acquiring municipal funding and/or grants for their projects.
- Exposure of outstanding projects on the CiB Provincial and National websites and/or newsletters.

For further information contact:

Lee Rozon, CiB Ontario Executive Director
Call toll-free at 1-877-640-4005 or Email: info@cibontario.ca
Website: www.cibontario.ca

REGISTER TODAY TO TAKE ADVANTAGE OF MEMBERSHIP BENEFITS & NETWORKING OPPORTUNITIES RIGHT AWAY.

Municipality or Group (please print)		Total Population (if applicable)	
Name of Municipal Contact		Position / Title	
Street Address		City/Town	Province
		Postal Code	
()	()	E-mail address	
Phone	Fax		

ALTERNATE CONTACT:

Name of Community Contact		Position / Title	
Street Address		City/Town	Province
		Postal Code	
()	()	E-mail address	
Daytime Phone	Evening Phone		

Check One	CiB Program Registration Category	Registration Deadline	Program Fees	Total Remitted
	CiB Ontario Full Program – Population 1-5,000	April 30, 2011	\$450.00	
	CiB Ontario Full Program – Population 5,001-10,000	April 30, 2011	\$600.00	
	CiB Ontario Full Program – Population 10,001-20,000	April 30, 2011	\$700.00	
	CiB Ontario Full Program – Population 20,001-50,000	April 30, 2011	\$800.00	
	CiB Ontario Full Program – Population 50,001-100,000	April 30, 2011	\$950.00	
	CiB Ontario Full Program – Population over 100,000	April 30, 2011	\$1,300.00	
	Landscape Ontario Green for Life Community Award	June 30, 2011	\$175.00	
	Membership Program (non-evaluated)	June 30, 2011	\$225.00	
	Signature:		TOTAL	

Mail your completed registration form & cheque made payable to: to **"Communities in Bloom Ontario"**
Lee Rozon, Executive Director Communities in Bloom Ontario
 7856 Fifth Line South, RR4 Milton, ON L9T 2X8
 Toll-free: 1-877-640-4005



**Ontario
Association
of
Fire Chiefs
2010-2011**

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nmurphy@cityofkingston.ca

CHIEF G. PIGEON
613-632-1105
Fax 613-632-1700
gpigeon@hawkesbury.ca

Mayor and Members of Council:

RECEIVED

MAR 29 2011

**Experience what it feels like to fight a fire!
Slip into bunker gear and 'feel the heat' at the**

**O AFC Municipal Politicians Seminar:
The Essentials of Firefighting and Firefighting 101
Sunday, May 2 and Monday, May 3, 2010**

The O AFC Politicians Seminar: The Essentials of Firefighting and Firefighting 101, offers municipal Councillors the opportunity to understand the challenges of the fire service and its importance to their communities.

It is a two day session that will provide you with not only essential information about the fire service BUT an interactive experience that you will never forget! Sunday morning will begin with the "Essentials of Municipal Fire Protection for Decision Makers," a seminar that will provide key information needed to plan and implement effective and efficient fire protection and prevention services for municipalities. It will be followed by a special program tailored specifically for politicians by the City of Toronto Fire Services, in partnership with the O AFC. The excitement begins when you slip into bunker gear and 'feel the heat' when you participate in a number of live fire training exercises.

Monday morning begins with your choice of four concurrent Sunrise Sessions followed by Part 2 of the "Essentials of Municipal Fire Protection for Decision Makers" and rounds out with presentations by Provincial Ministers.

In the afternoon you will visit the largest **Fire Services Trade Show** in Canada, where you will be able to see a wide variety of fire vehicles and equipment and talk directly to the suppliers and manufacturers.

Politicians who have previously attended this seminar have repeatedly said that it was one of the best conferences and training sessions that they had ever attended!

Full Seminar details are available on line at www.oafcevents.com.
Registration cost includes Monday breakfast, two lunches and a wine and cheese reception. Registration is limited to 24 people.

To register please complete the attached registration form and fax it to the O AFC office. If your Fire Chief is an O AFC member you will receive the special Member registration rate.

Yours truly,

Tim Beckett
O AFC President

Jamie Cressman

From: communicate@amo.on.ca
Sent: March 29, 2011 5:20 PM
To: jamie.cressman@oliverpaipoonge.on.ca
Subject: AMO breaking news (1) re 2011 provincial budget preserves upload schedule

TO THE IMMEDIATE ATTENTION OF THE CLERK AND COUNCIL

March 28, 2011

2011 Provincial Budget Preserves Upload Schedule

Today Finance Minister Dwight Duncan delivered the 2011 Provincial Budget. It preserves the 2008 Provincial-Municipal Fiscal and Service Delivery Review Agreement to upload \$947 million in provincial costs from the municipal property tax base this year.

AMO had been hoping infrastructure funding details for the Province's new 10 year infrastructure program, however further information is now expected in the coming months. The 2011-12 budget papers show a \$12.8 billion figure for all infrastructure investment in the broader public sector (including hospitals, post-secondary institutions, and municipalities).

There are a series of small announcements and allocations made in the budget, which will affect some municipalities. They include:

- \$30 million will be provided over three years to assist with municipal and First Nations projects that demonstrate innovative water and wastewater operating practices. Details of this program will be announced in the future.
- The government is proposing to increase the basic adult allowance and maximum shelter allowance by another 1% for people on the Ontario Disability Support Program and Ontario Works in the fall of 2011.
- Moderate *Insurance Act* reforms are proposed to help protect municipal transit systems from fraudulent insurance claims. Also, a general review of the *Insurance Act* will be undertaken to promote further harmonization with other Canadian jurisdictions. These changes will not address concerns about skyrocketing municipal insurance rates, the need to harmonize the *Negligence Act* with other jurisdictions, and the need to reform joint and several liability.
- Ontario's tourism regions will receive transitional funding to support coordinated marketing and festival support.
- An additional \$10 million has been dedicated to the Northern Ontario Heritage Fund bringing the total 2011-12 investment to \$100 million.
- The budget references the need for federal-provincial intergovernmental cooperation on two areas of importance to municipalities - immigration and affordable housing.

It was confirmed that the Emergency Department Triage Nurse program to assist the speed of the offloading of ambulances will be continued.

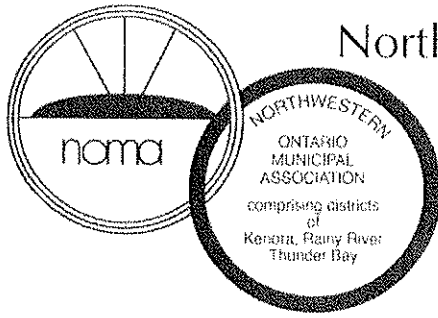
The budget also calls for realigning federal/provincial responsibilities to avoid policy decisions at one level of government imposing costs on another. This is important to municipal government too.

AMO will continue to update the membership as further details are provided.

AMO Contact: Matthew Wilson, Senior Policy Advisor, email: mwilson@amo.on.ca, (416) 971-9856 ext. 323

PLEASE NOTE AMO Breaking News will be broadcast to the member municipality's council, administrator and clerk. Recipients of the AMO broadcasts are free to redistribute the AMO broadcasts to other municipal staff as required. We have decided to not add other staff to these broadcast lists in order to ensure accuracy and efficiency in the management of our various broadcast lists.

DISCLAIMER These are final versions of AMO documents. AMO assumes no responsibility for any discrepancies that may have been transmitted with the electronic version. The printed versions of the documents stand as the official record.



Northwestern Ontario Municipal Association

Kenora, Rainy River and Thunder Bay Districts

P.O. Box 10308, Thunder Bay, ON P7B 6T8

Phone/Fax (807) 683-6662

Website: www.noma.on.ca

E-mail: admin@noma.on.ca

March 31, 2011

The Honourable Rick Bartolucci
Minister of Municipal Affairs & Housing
17th Floor, 777 Bay Street
Toronto, ON M5G 2E5

Dear Minister Bartolucci:

PROPOSED CHANGES TO THE ONTARIO BUILDING CODE

I am writing to express our support for the potential changes for the next edition of the Ontario Building Code. The code proposals could potentially expand the role of wood in mid-rise buildings up to six storeys in height. This has the potential to provide a significant social, economic and environmental benefit to the province.

The proposed changes include many enhanced fire safety measures, helping to ensure that wood frame buildings continue to perform to the OBC high standards for fire and occupant safety.

The proposed code changes will allow the design community greater design flexibility- reflecting modern urban design trends. A wood option for mixed use-age mid-rise buildings, will give developers and builders a cost-effective solution in meeting urban densification and renewal plans, adopted by many municipalities across Ontario.

Creating a renewed demand for Ontario's wood products, the construction of wood mid-rise buildings will continue to support Ontario's forest dependent communities; forestry still remains a key economic driver for Northern Ontario and the province. Increased opportunities to build with wood will help encourage future investment in the value added chain, and a renewed need for further Research and development of products.

NOMA has long advocated for these changes and we hope they receive the necessary consideration to be included in the 2012 edition of the OBC.

Sincerely,



Ron Nelson, President
/cr

- c. Honourable Michael Gravelle, Minister of Northern Development, Mines & Forestry
- Bill Mauro, MPP, Thunder Bay-Atikokan
- Mike Brown, MPP, Algoma-Manitoulin
- Howard Hampton, MPP, Kenora-Rainy River
- Jamie Lim, Ontario Forest Industries Association
- Marianne Berube, Wood Works!
- NOMA member municipalities
- Al Spacek, President, Federation of Northern Ontario Municipalities
- Peter Hume, President, Association of Municipalities of Ontario
- Barry Streib, President, Northwestern Ontario Associated Chambers of Commerce

ADVERTISING OPPORTUNITY

PROGRAM:	2011 Great Ontario Outdoor Adventure campaign (Spring, Summer, Fall and Winter timeframe)
Program Type:	E-newsletter
In-market:	April 2011, June 2011, September 2011 and February 2012
Consumer Segment:	Avid Outdoor

Program Overview

The Great Ontario Outdoor Adventure **Micro Site**, an integrated component of the Consumer Website, www.ontariotravel.net, showcases key nature and adventure experiences across all regions of Ontario. Fully searchable, the Great Ontario Outdoor Adventure site features include: *Trip of the Week*, *Outdoor Events*, a downloadable desktop calendar and a high profile annual contest The Classic Canadian Adventure for 2011.

Advertising Opportunities Summary

Be one of just three advertisers within OTMPC's e-newsletters targeted at consumers who have opted in to receive e-mails about Ontario's outdoor adventure experiences (45,000 consumers/impressions). Each e-mail deployed will highlight a seasonal theme and outdoor experiences, as follows:

Email Date	Seasonal Theme	Products/Experiences
April 26, 2011	Spring Awakenings	Cycling, hiking, birding, wildflowers, outdoor photography, whitewater rafting
June 14, 2011	Wilderness & Wildlife	Paddling, back-country camping, white water rafting, parks, photography, Aboriginal experiences
September 6, 2011	Ontario's Landscapes	Hiking, cycling, photography, Bike Train
February 21, 2012	Winter Experiences	Snow adventures and Outdoor Events

Rate: \$250 + applicable tax per ad within e-mail ad. See page 4 for e-mail sample indicating advertising space.

Advertiser Guidelines

Past OTMPC e-mail statistics show that partners/advertisers within e-mail who present a compelling offer i.e. a time limited price point, or value-ad for the consumer receive the best clickthroughs. **See e-mail sample with actual partner offers and e-mail performance metrics on pg. 4.**

Partnership Value and Support Campaign

- **Target markets:** domestic (Ontario), Quebec and near border U.S. markets (Illinois, Michigan, Ohio, Wisconsin, New York, Pennsylvania and Minnesota).
- **Interactive marketing** including search engine optimization, search engine marketing, and e-mail deployment (200k+ impressions with direct exposure to outdoor adventure and nature enthusiasts.
- **Advertising:** including direct mail (70,000 of 331,000 printed 2011 *Great Ontario Adventure Outdoor Calendars* polybagged in *Canadian Geographic's Wildlife Issue*; and print advertising in various tourism publications with a combined distribution of 2.5 million.
- **Retail distribution** of 150,000+ copies of the *Great Ontario Outdoor Adventure Calendars* distributed through partnership with Subaru at all Ontario dealerships and at 2011 Toronto Automotive Show; a selected Mountain Equipment Co-op stores in Ontario; at Bass Pro store, Vaughan, Ontario.
- Additional distribution of *Great Ontario Outdoor Adventure Calendars* through 1-800-ONTARIO call centre; Ontario Parks and various consumer travel show partnerships.
- OTMPC via *Ontario's Great Outdoor Adventure* campaign is a lead sponsor at the Toronto Outdoor Adventure Show.
- **Contest:** Classic Canadian Adventure contest that will include a social media component to build the consumer database.
- **Video series developed** to promote Ontario's outdoor experiences on a proprietary Outdoor Adventure YouTube channel.
- **Media relations** activities including familiarization tours
- **ALL marketing** activities drive consumers directly to www.ontariotravel.net/outdoor

**2011 Great Ontario Outdoor Adventure campaign
(Spring, Summer, Fall and Winter timeframe)
INSERTION ORDER**

Organization/Advertiser _____
 Auth. Contact Person _____
 Address _____
 City _____ Province: _____ Postal Code: _____
 Telephone _____ Fax: _____
 Email Address _____

SUBMIT INSERTION ORDER BY FAX ONLY TO 416-314-6976
 SPACE IS LIMITED. BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS
Questions? Call 1-888-365-4422 / 416-314-6314 or e-mail otmp-sales@ontario.ca

BOOK NOW!

DEADLINES: Materials – By April 11th 2011 for April 26th e-mail (materials deadlines for other e-mails one month prior to deployment date);
 Payment – Upon invoice receipt or by credit card. See details below.

E-mail Deployment Date	Cost	Select
April 26, 2011	\$250 per ad	<input type="checkbox"/>
June 14, 2011	\$250 per ad	<input type="checkbox"/>
September 6, 2011	\$250 per ad	<input type="checkbox"/>
February 21, 2012	\$250 per ad	<input type="checkbox"/>
Subtotal (subject to applicable tax)		

PAYMENT OPTIONS:

Option 1: <input type="checkbox"/>	Please invoice me. Payment is due within 30 days of receiving invoice.
Option 2: <input type="checkbox"/>	Please charge the following credit card:
Credit Card Type:	<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard
Card Number:	CVC (3-digit number from back of card):
Expiry Date on Card:	Month: Year:
Name on Card:	
Cardholder Signature:	

CONFIRMATION: If you do not receive a confirmation-of-booking within 3 business days, please contact the Ontario Tourism Marketing Partnership Corp., Partnership Development and Sales Department. *No order should be considered booked until you receive this confirmation.*

MATERIALS: Materials Shipping Slip(s) will be issued with electronic confirmation-of-booking.

PAYMENT: Rates are in Canadian dollars. If paying by credit card, please submit details as outlined above. If paying by cheque, please make it payable to: Ontario Tourism Marketing Partnership Corp., Attention: Accounts Receivable, 10 Dundas Street East, Suite 900, Toronto, ON M7A 2A1 and include a copy of the insertion order.

Authorization – I contract irrevocably with the Ontario Tourism Marketing Partnership Corp. (an agency of the Government of Ontario), on behalf of and authorized by my company, to place the indicated advertisement and agree to the terms and conditions above and on the document 'Terms of the Agreement' on page 3.

Commitment Guarantee: I understand that by signing and returning this Insertion Order, I am committing to purchase (if available), all opportunities above, and that should materials not be submitted, I am still liable for all charges noted above.

Authorized Signature: _____
Print Name: _____ **Date:** _____

**2011 Great Ontario Outdoor Adventure campaign
(Spring, Summer, Fall and Winter timeframe)**

TERMS OF THE AGREEMENT

1. As the Advertiser, I understand that by signing and returning this insertion order, I am committing to purchase (if available), this program opportunity, and that should materials not be submitted for this program, I am still liable for all charges noted in the insertion order.
2. The Advertiser's account must be in good standing with OTMPC before the Advertiser can participate in any new OTMPC programs.
3. A completed copy of the insertion order must be faxed to OTMPC Partnership Development and Sales. Space is limited. Advertisers will be accepted on a first-come basis. The Publisher, Ontario Tourism Marketing Partnership Corporation (Ontario Ministry of Tourism & Culture) may cancel any advertisement without notice in order to accommodate pagination. The Publisher will issue the Advertiser a cheque for the full amount paid for advertising space (no interest shall be accrued).
4. Payment in full (including applicable taxes) along with a copy of the Insertion Order is due within 30 days of receipt of invoice, or immediately with credit card payment. Any bookings not fully paid will be subject to cancellation without notice.
5. Cancellations are not accepted after OTMPC receives Advertisers' signed Insertion Order.
6. Payment will not be refunded if Advertiser materials are not received by the materials deadline.
7. The Publisher may, at any time and for any reason, reject or cancel any advertisement, without limitation, even if similar advertising was previously accepted.
8. The Publisher assumes no liability for errors or omissions.
9. If advertising bears a resemblance to editorial material, the Publisher reserves the right to insert the word "advertisement" or "advertorial" at the top of the ad, without the consent of the advertiser.
10. Any condition in an Advertiser's contract, insertion order, purchase order or the like, from an advertiser or agency that varies from the terms contained here in shall not be binding to the Publisher.
11. Materials may not be changed after submission except at the discretion of the Publisher. No material will be changed after the materials deadline date.
12. Advertising orders are accepted subject to: acts of God, work stoppage, accidents, fires or other occurrences outside the Publisher's control. The Publisher shall not be subject to any liability for failure to circulate or publish any or all of an issue due to any of these events.
13. The Publisher cannot guarantee specific layout positioning, but will consider any requests for position subject to availability. However, any commitment, whether verbal or in writing, made by the Publisher in this regard is non-binding. The Publisher has the absolute final right to determine layout positioning.
14. The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
15. Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Publisher from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
16. The Publisher reserves the right to unilaterally alter, delete or exclude copy or any element of advertising, without consent of the Advertiser, which is, in the sole opinion of the Publisher, misleading, in poor taste, adverse to the public interest, or otherwise inappropriate or incompatible with the policies of the Publisher. The Publisher, in spite of this, accepts no liability whatsoever including loss of profit, even in the event of an error on the part of the Publisher.
17. Advertising agencies agree to pay all charges for advertising placed through their order, even in the event that the Advertiser makes no payment. The Publisher has the authority to hold both the Advertiser and the agency jointly or severally liable for such monies due and payable to the Publisher. In the event of non-payment of final amount by the booking deadline, the advertisement will not be run and any deposits not returned.
18. Failure to publish the advertising cancels the insertion order. In this event any payment will be returned, but the Advertiser agrees that this does not constitute breach of contract.
19. The Advertiser acknowledges and agrees that circulation estimates are historically derived, and that the Publisher does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
20. For print, ads with clip-out coupons will not be accepted.
21. Online ads must be provided in format requested. No other ad types will be accepted (e.g. no flash ads).

As of April 5, 2011

Sample – 2010 Outdoor Adventure E-mail

ONTARIO
Yours to discover

Hi **FirstName!**

As the days heat up, plan to cool off on one of Ontario's countless lakes and rivers. Whether you're a novice looking for a paddling clinic or a voyageur seeking another epic adventure, you'll soon understand why Ontario literally means "shimmering waters."

THERE'S NO PLACE LIKE THIS

ontariotravel.net/outdoor

OUTDOOR GETAWAYS SIGNATURE LANDSCAPES PLACES TO STAY TRAVEL TIPS & TOOLS

Get Outdoors!

Ontario is a paddler's paradise, offering more canoeing, kayaking and whitewater getaways than you can shake an oar at.

* [Getaway search](#)

Outdoor Events

Festivals and events celebrating the great outdoors abound in Ontario. Here's a sampling of events with an aquatic bent you'll want to mark on your calendar.

Champlain Provincial Park, June 27-Sept 6
 • Canada Day Paddle in Parry Sound Harbour, July 1

* [More events](#)

Past e-mails sent to OTMPC's outdoor adventure consumer database have had higher than industry results with an overall open rate of 24.7% and a clickthrough rate of 9% which outperforms industry averages at 21.5% open rate and 4% clickthrough rate.

WE HAVE A WINNER!

Seven Days on Georgian Bay

Congratulations to Les Miner of Lindsay, Ontario, the grand prize winner of the Great Ontario Outdoor Adventure of a Lifetime Contest. Les and three guests will be exploring the Georgian Bay region for seven days this summer. [Look for details on our next contest coming soon.](#)

Spotlight on the Georgian Bay Shoreline

From Collingwood in the south to Killarney in the north, Georgian Bay's scenic coastline has inspired artists and water adventurers alike.

* [Learn more](#)

Outdoor Offers For Our Subs

Free Family Camping Cabin
Book a 1 Day High Adventure raft and receive one night free accommodation in a camping cabin.

Paddle Partner Promotion
Take \$500 off your Lake Superior State Islands kayak trip when you bring a paddle partner.

Fun Women's Canoe Trips
Emerald lakes, stunning white mountains. All women? Your wilderness adventure awaits: 15% off Killarney!

Location of Partner Ad Spaces
Up to three (3) partners per e-mail

ADVERTISING OPPORTUNITY

PROGRAM:	2011 Franco E-newsletters
Program Type:	E-newsletters
In-market:	Spring/Summer/Fall 2011
Consumer Segment:	Families, Adults/Couples (Domestic Ontario, Quebec)

Advertising Opportunities Summary

E-newsletters

Feature Listings

Take your message to the Francophone market in one of four targeted Ontario e-newsletters. Be featured as one (1) of only three (3) prominent advertisers targeting French speaking families or adults/couples promoting your special offer or event. Choose from the family themes of **culture** (May 17), **Kid Fun*** (June 23) and **resorts** (July 19) or **wine/culinary, museums/galleries, fall drives, and harvest dining** (September 7) for the adults/couple segment. See 'Advertising Opportunities Details' below and on page 2, and sample ads on page 3 and 4.

*Kid Fun is defined as amusement and theme parks, outdoor and indoor water parks, mini-golf and go-karts, zoos and animal parks, aerial & rail adventures, etc)

Program Overview

The Ontario Tourism Marketing Partnership Corporation (OTMPC) will target families and adults/couples as two of the best prospects for travel within the province.

Partnership Value and Support Campaign

- 30,000 copies of the OTMPC French summer publication to be distributed to select subscribers in newspapers across Ontario; via Ontario and regional travel information centres; 1-800-ONTARIO; and as web fulfillment;
- Fall French tablet/interactive magazine
- Search engine marketing
- Family and couples consumer contests
- Quebec campaign that includes radio, Out of Home/billboard and social media strategy

Advertising Opportunities Details

The French e-mail database (combining Quebec and Franco-Ontario) has over 12,000 subscribers, and divides as follows: 90% Quebec, 8% Franco-Ontario and 2% Atlantic Canada.

Ads are formatted by OTMPC with materials provided by the advertiser: image, company logo, copy, and URL for click-through to advertiser's website. OTMPC will be responsible for the translation of copy. Material shipping instructions will be provided with confirmation-of-booking.

\$500 per feature listing:

Deployment dates:

- **Family:** May 17, June 23 and July 19
- **Adults/couples:** September 7.

Three (3) feature listings per issue; dates subject to change. Limit one listing per issue *per segment*.

SUBMIT INSERTION ORDER BY FAX ONLY TO 416-314-6976
SPACE IS LIMITED; BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS
Questions? Call 1-888-365-4422 / 416-314-6314 or e-mail otmp.sales@ontario.ca

BOOK NOW!

DEADLINES:

Materials: April 19, 2011 (May 17, 2011 issue)
May 26, 2011 (June 23, 2011 issue)
June 21, 2011 (July 19, 2011 issue)
August 10, 2011 (September 7, 2011 issue)

Payment: upon invoice receipt or by credit card; see details on page 2.

**2011 Franco E-newsletters
 Spring/Summer/Fall 2011
 INSERTION ORDER**

Organization/Advertiser _____
 Auth. Contact Person _____
 Address _____
 City _____ Province: _____ Postal Code: _____
 Telephone _____ Fax: _____
 Email Address _____

E-NEWSLETTER			
Feature Listing* (limit one per issue per segment) *3 features per e-newsletter	Select issue(s), week of :	# ___ @ \$500 per listing/issue (family)	\$
	Family: <input type="checkbox"/> May 17 (culture) <input type="checkbox"/> June 23 (Kid Fun) <input type="checkbox"/> July 19 (resorts)	\$500 per listing/issue (adults/couples)	\$
	Adults/couples: <input type="checkbox"/> September 7 (wine/culinary, museums/galleries, fall drives, harvest dining)		
Subtotal (subject to applicable tax)			\$

**BOOK NOW!
 DEADLINES:**

Materials: April 19, 2011 (May 17, 2011 issue)
 May 26, 2011 (June 23, 2011 issue)
 June 21, 2011 (July 19, 2011 issue)
 August 10, 2011 (September 7, 2011 issue)
 Payment: upon invoice receipt or by credit card.

SUBMIT INSERTION ORDER BY FAX ONLY TO 416-314-6976
 SPACE IS LIMITED. BOOKINGS ARE ACCEPTED ON A FIRST-COME BASIS
 Questions? Call 1-888-365-4422 / 416-314-6314 or e-mail otmp.sales@ontario.ca

PAYMENT OPTIONS:

Option 1: <input type="checkbox"/> Please invoice me. Payment is due within 30 days of receiving invoice.
Option 2: <input type="checkbox"/> Please charge the following credit card:
Credit Card Type: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard
Card Number: _____ CVC (3-digit number from back of card): _____
Expiry Date on Card: Month: _____ Year: _____
Name on Card: _____
Cardholder Signature: _____

CONFIRMATION: If you do not receive a confirmation-of-booking within 3 business days, please contact the Ontario Tourism Marketing Partnership Corp., Partnership Development and Sales Department. *No order should be considered booked until you receive this confirmation.*

MATERIALS: Materials Shipping Slip(s) will be issued with electronic confirmation-of-booking.

PAYMENT: Rates are in Canadian dollars. If paying by credit card, please submit details as outlined above. If paying by cheque, please make it payable to: Ontario Tourism Marketing Partnership Corp., Attention: Accounts Receivable, 10 Dundas Street East, Suite 900, Toronto, ON M7A 2A1 and include a copy of the insertion order.

Authorization – I contract irrevocably with the Ontario Tourism Marketing Partnership Corp. (an agency of the Government of Ontario), on behalf of and authorized by my company, to place the indicated advertisement and agree to the terms and conditions above and on the document 'Terms of the Agreement' on page 4.

Commitment Guarantee: I understand that by signing and returning this Insertion Order, I am committing to purchase (if available), all opportunities above, and that should materials not be submitted, I am still liable for all charges noted above.

Authorized Signature: _____
 Print Name: _____ Date: _____

2011 Franco E-newsletters
Spring/Summer/Fall 2011

Sample Family E-newsletter

NOUVEAU! Voir la version smartphone. Voir la version en français. SHARE | 1 | 69

Au Cylindruillet
<< Actes des Familiales >>

Issue avril 2011

- Calendrier des activités familiales
- Concours Escapades estivales
- Forfaits Culture en famille
- Offres spéciales

UN ENDROIT SANS PAREIL

ONTARIO
Yours to discover

Activités
familiales

Forfaits
culture en famille

Concours
Escapades
estivales

Forfaits
culture en famille

Offres
spéciales

Bonjour!

L'été est presque fini. Au moment d'organiser des escapades estivales pour votre famille, vous serez heureux de savoir que l'Ontario propose toute une gamme d'attractions culturelles qui stimulent les jeunes esprits tout en les amusant. Des arts de la scène à la culture des Premières nations en passant par de multiples musées et les galeries d'art et sites historiques.

En savoir plus >

CALENDRIER DES ACTIVITÉS DES FAMILIALES
Entrez toute la famille pour une semaine culturelle de l'Ontario

- **Festival des cultures** le parc Voyageur Marvey à Ottawa (17 juin)
- **Festival** à Toronto (du 11 au 20 juin)
- **Festival du Wharf** (25-27 juin)
- **La fête du Mémorial Beaudry** toute la famille apprécie la musique (les 18-20 et 26-27 juin à Windsor)
- **La fête de la Alouette** à Sudbury (24 juin)

> Voir toute les activités

GANCEZ LE CONCOURS ESCAPADES ESTIVALE

Il n'y a qu'à Ottawa que vous pouvez vous trouver nez à nez avec une créature pré-historique un jour et, le lendemain, baptiser un veau nouveau-né dans une ferme de ville. Ou chercher votre chemin dans la collection de labrythes en plein air d'un parc historique, avant d'explorer une collection d'artefacts de la classe.

Mieux vous en allez >

FORFAITS CULTURE EN FAMILLE À PARTIR DE 150\$

Forfait Escapades En famille, deux nuits, deux laissez-passer pour les plus beaux musées d'Ottawa.

Forfait Mémorial Beaudry Faites connaissance avec Dumbidoro, Muggles, Hedwig.

Forfait En famille à Sudbury Découvrez les dioramas spectaculaires et le meilleur de l'hospitalité du Nord.

> Voir tous les forfaits

OFFRES SPÉCIALES

RÉSERVEZ AU TARIF DU SOUS-DÉ
des vacances si désirées
INSHU à 30%!
Terrains de camping en plein air - tentes pouvant accueillir jusqu'à 6 personnes à partir de 79,95 \$ la nuit.

LES PARCS DU SAINT-LAURENT
Grandes vacances en plein air

Juste 19 \$ par enfant
cette année d'un adulte pour
visiter le belvédère
Terrains de camping instantanés - tentes pouvant accueillir jusqu'à 6 personnes à partir de 39,95 \$ la nuit.

TOURISME FRANCO-NIAGARA

1 forfait, 2 nuits, 30 nuit à moins de 100\$
Avec des forfaits à partir de 157 \$, Ottawa est la meilleure destination de vacances en famille de l'Ontario.

OTTAWA
TOURISME

E-newsletter Feature Listing

Connect with Ontario Travel on Facebook

Pour vous assurer de recevoir les courriels de Tourisme Ontario, ajoutez info@ontariotravel.net à votre liste d'expéditeurs autorisés.

Si vous ne souhaitez plus recevoir de messages d'ontariotravel.net, vous pouvez vous désabonner tout moment. Veuillez lire notre Politique de confidentialité.

Société de Partenariat ontarien de marketing touristique
10 rue Dundas est. bureau 902 | Toronto, Ontario | M7A 5A1


Sample Adults/Couples E-newsletter

NOUVEAU! Voir la version smartphone. Voir la version en français. [SHARE](#) [FB](#) [TW](#)

Au cyberbulletin
<< Collections
d'escapades >>

Issue avril 2011

- **À ne pas manquer.**
- **Faites-en une rendez-vous.**
- **Gagner le cadeau de l'escapade.**



UN ENDROIT SANS PAREIL


ONTARIO
Yours to discover

Vins et Cuisine | Santé | Arts et Culture | Plan air

Bonjour!

S'amuser en Ontario est toujours de saison, même lorsque le mercure plonge. Chaussez vos bottes, raquettes ou skis pour profiter de l'hiver le long des sentiers forestiers. Passez du temps avec un vigneron de goûter aux subtilités de vins de glace fins. Préférez-vous sous des mains expertes dans un spa préféré. À l'intérieur ou à l'extérieur, l'Ontario est le terrain de jeu idéal pour une escapade hivernale.


[En savoir plus >](#)



À NE PAS MANQUER

Profitez de l'hiver avec une spectaculaire collection d'évasions. Faites l'Ontario vin de glace avec un Jazz-mopoliten ou Eskimo Kiss au bar de glace. Prenez vos raquettes ou de planche à neige.


[En savoir plus >](#)



FAITES-EN UNE RENDEZ-VOUS

C'est l'escapade ultime cocooning. Corps aromatiques enveloppe qui apaise l'esprit et le corps. Les macro-thérapeutes qui rétablissent l'équilibre avec les mains la querson ou un bain dans les eaux apaisantes.

[En savoir plus >](#)

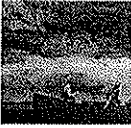


GAGNER LE CADEAU DE L'ESCAPADE


Entrez le 5 août à par la culture du concours et courez la chance de gagner une escapade de luxe à l'Hôtel chic Brookstreet d'Ottawa. Somptueuse salle à manger, un spa cocooning, l'hébergement exquis.

[En savoir plus >](#)


ESCAPADES DE PRINTEMPS



Réservez au tarif de guide des visiteurs et éparpnez jusqu'à 2011
Terrains de camping instantanés - tentes pouvant accueillir jusqu'à 6 personnes. À partir de 36,95 \$ la nuit.



Juste 10 \$ par enfant accompagné d'un adulte pour voyager en bateau.
Terrains de camping instantanés - tentes pouvant accueillir jusqu'à 6 personnes. À partir de 36,95 \$ la nuit.



1 forfait 2 nuits, 3e nuit à moitié prix.
Avec des forfaits à partir de 107 \$, Ottawa est la meilleure destination de vacances en famille de l'Ontario.

E-newsletter Feature Listing

[Connect with Ontario Travel on Facebook](#)

Pour vous assurer de recevoir le courriel de Tourisme Ontario, ajoutez info@ontariotravel.com à votre liste d'expéditeurs autorisés.

Si vous ne souhaitez plus recevoir de messages d'ontariotravel.net, vous pouvez vous désabonner tout moment. Veuillez lire notre [politique de confidentialité](#).

Société du Partenariat ontarien de marketing touristique
10 rue Dundas est, Bureau 900 | Toronto, Ontario | M7A 2A1

**2011 Franco E-newsletters
Spring/Summer/Fall 2011**

TERMS OF THE AGREEMENT

1. As the Advertiser, I understand that by signing and returning this insertion order, I am committing to purchase (if available), this program opportunity, and that should materials not be submitted for this program, I am still liable for all charges noted in the insertion order.
2. The Advertiser's account must be in good standing with OTMPC before the Advertiser can participate in any new OTMPC programs.
3. A completed copy of the insertion order must be faxed to OTMPC Partnership Development and Sales. Space is limited. Advertisers will be accepted on a first-come basis. The Publisher, Ontario Tourism Marketing Partnership Corporation (Ontario Ministry of Tourism & Culture) may cancel any advertisement without notice in order to accommodate pagination. The Publisher will issue the Advertiser a cheque for the full amount paid for advertising space (no interest shall be accrued).
4. Payment in full (including applicable taxes) along with a copy of the Insertion Order is due within 30 days of receipt of invoice, or immediately with credit card payment. Any bookings not fully paid will be subject to cancellation without notice.
5. Cancellations are not accepted after OTMPC receives Advertisers' signed Insertion Order.
6. Payment will not be refunded if Advertiser materials are not received by the materials deadline.
7. The Publisher may, at any time and for any reason, reject or cancel any advertisement, without limitation, even if similar advertising was previously accepted.
8. The Publisher assumes no liability for errors or omissions.
9. If advertising bears a resemblance to editorial material, the Publisher reserves the right to insert the word "advertisement" or "advertorial" at the top of the ad, without the consent of the advertiser.
10. Any condition in an Advertiser's contract, insertion order, purchase order or the like, from an advertiser or agency that varies from the terms contained here in shall not be binding to the Publisher.
11. Materials may not be changed after submission except at the discretion of the Publisher. No material will be changed after the materials deadline date.
12. Advertising orders are accepted subject to: acts of God, work stoppage, accidents, fires or other occurrences outside the Publisher's control. The Publisher shall not be subject to any liability for failure to circulate or publish any or all of an issue due to any of these events.
13. The Publisher cannot guarantee specific layout positioning, but will consider any requests for position subject to availability. However, any commitment, whether verbal or in writing, made by the Publisher in this regard is non-binding. The Publisher has the absolute final right to determine layout positioning.
14. The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
15. Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Publisher from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
16. The Publisher reserves the right to unilaterally alter, delete or exclude copy or any element of advertising, without consent of the Advertiser, which is, in the sole opinion of the Publisher, misleading, in poor taste, adverse to the public interest, or otherwise inappropriate or incompatible with the policies of the Publisher. The Publisher, in spite of this, accepts no liability whatsoever including loss of profit, even in the event of an error on the part of the Publisher.
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19. The Advertiser acknowledges and agrees that circulation estimates are historically derived, and that the Publisher does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
20. For print, ads with clip-out coupons will not be accepted.
21. Online ads must be provided in format requested. No other ad types will be accepted (e.g. no flash ads).

As of April 6, 2011

Jamie Cressman

From: Rick Hansen Foundation [info@rickhansen.com]
Sent: April 5, 2011 7:34 PM
To: jamie.cressman@oliverpaipoonge.on.ca
Subject: Join the Rick Hansen 25th Anniversary Relay / Joignez-vous au Relais du 25e Anniversaire de la Tournée mondiale Rick Hansen

To view this email as a web page, go [here](#).



We at the Rick Hansen Foundation are proud to share an exciting milestone in the 25th Anniversary of the Man In Motion World Tour with you.

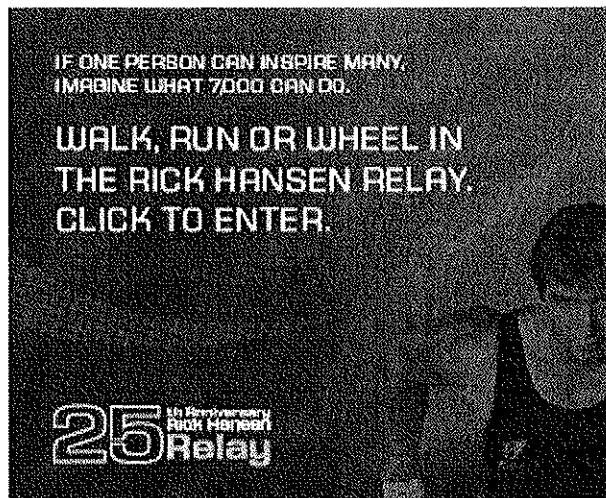
Over the next 14 months, we will embark on a journey to inspire people to come together and recognize local difference makers that are helping us accelerate progress towards a healthy, accessible, and inclusive world.

From December 2010 to May 2012, the Rick Hansen Foundation will have engaged in activities and initiatives worldwide to celebrate the progress that has been made, and to support Rick's leadership and vision.

We invite you to celebrate the 25th Anniversary Relay and connect with other Canadians in their local communities. Together, anything is possible.

Support the 25th Anniversary Relay by:

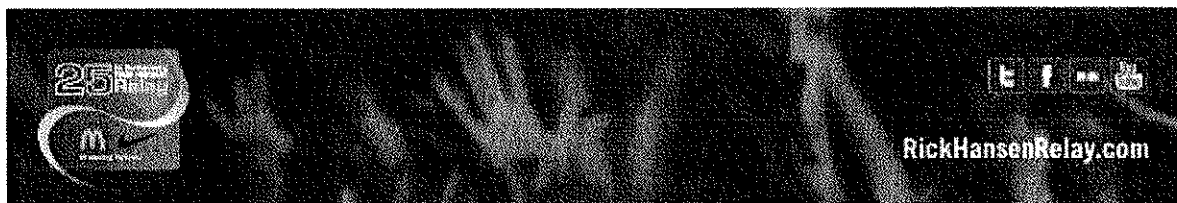
- Sharing the information about the 25th Anniversary Relay with your friends and family.
- Clicking 'Like' on the Rick Hansen Facebook page, then "tag" yourself and your friends in your community's photo through the provincial photo albums to show your support for your community's involvement in the Rick Hansen Relay. (facebook.com/rickhansenfdn)
- Applying to become a Medal-Bearer in the Rick Hansen Relay by visiting www.RickHansenRelay.com (or by clicking the ad below)



You are uniquely placed to help us inspire people to never give up on their dreams, and realize that together, we have the power to change anything.

We thank you for continued support.

Rick Hansen Foundation





À la Fondation Rick Hansen, de vous faire part d'une étape emballante du 25e Anniversaire de la Tournée mondiale Rick Hansen.

Au cours des 14 prochains mois, nous entreprendrons un périple afin d'inspirer les gens à se rassembler et à honorer les faiseurs de différences locaux qui nous aident à accélérer l'avancement vers un monde plus sain, accessible et inclusif.

De décembre 2010 à mai 2012, la Fondation Rick Hansen participera à diverses activités et initiatives à l'échelle internationale afin de célébrer les réalisations faites et d'appuyer le leadership et la vision de M. Hansen.

Nous vous invitons à célébrer le Relais du 25e Anniversaire et à tisser des liens avec d'autres

NEWS RELEASE

For Immediate Release

Tuesday, April 5, 2011

**City of XYZ announced as part of the Rick Hansen 25th Anniversary Relay
Rick Hansen asks City of XYZ to sign-up for Relay via online contest launching today**

City of XYZ – 25 years after his Man In Motion World Tour, and in preparation for his 25th Anniversary Relay which will re-create the Canadian-portion of his original Tour, Rick Hansen is looking for residents of XYZ to help cover the 12,000 kilometre trek across Canada. One man in motion will be represented and celebrated by many in motion; as 7,000 participants from across Canada who have made their own difference in the lives of others will walk, wheel or run in the Rick Hansen Relay when it begins on August 24, 2011 in Cape Spear, Newfoundland and Labrador and concludes on May 22, 2012 in Vancouver, British Columbia. The 25th Anniversary Relay is planned to pass through XYZ in [insert MONTH, YEAR].

To find and recognize these participants, the Rick Hansen Foundation launched an online public contest that opens April 5, 2011 at RickHansenRelay.com, allowing Canadians to enter to win a spot for themselves or nominate a worthy individual to participate in the Relay as a Medal-Bearer.

"Today is an exciting day in our 25th Anniversary celebration and for Canadians across the country, as we connect the nation and provide the opportunity for people who are making a difference in the lives of others to be recognized for their accomplishments and to share their stories," said Rick Hansen, President and CEO of the Rick Hansen Foundation. "This is the start of a movement for 7,000 Canadians to help inspire the nation and live by the credo that anything is possible."

As part of the Relay, residents of XYZ can enter the online contest to participate in the Relay. To tell the story of Canada's difference makers, the online contest is open to: individuals who are creating a more accessible and inclusive world, youth-leaders who are encouraging their generation to embrace positive change, persons who are protecting the environment or any Canadian who is seeking ways to improve the lives of others. While Hansen will not be wheeling across the entire country as he did 25 years ago, he will be present at a number of stops throughout the country during the nine month 25th Anniversary Relay.

[Quote from City of XYZ regarding the Relay coming through their community]

As the Relay will connect the country from coast to coast, the symbol that links each participant to the next will be the Rick Hansen Medal, designed and produced by the Royal Canadian Mint. From the same Ottawa facility responsible for medals of the Canadian Forces, the RCMP and the Vancouver 2010 Winter Games, the Mint has designed and handcrafted sterling silver Rick Hansen Relay Medals. Every Medal-Bearer will receive their own medal to permanently remember the way in which they personally added to the momentum of the 25th Anniversary Man in Motion World Tour.

25th Anniversary Relay Fast Facts:

- Begins on August 24, 2011 in Cape Spear, Newfoundland and Labrador and concludes in Vancouver, British Columbia on May 22, 2012.
- Fully recreates the original Man In Motion cross-Canada tour, spanning 12,000 kilometres from coast-to-coast.
- Will travel through over 600 communities, visit every capital city and all provinces and territories and reach more than 70% of the Canadian population.
- Will engage approximately 7,000 participants – difference makers in their own right – who will collectively cover an average of 40 to 80 kilometres a day, making their way across the country passing a singular Rick Hansen Medal to the next participant.
- All Canadians (13 years and up) will be able to apply to become a participant through the online contest at .RickHansenRelay.com.

Media Materials:

For a list and map of all 600 communities the Rick Hansen 25th Anniversary Relay will visit, high resolution images and video from the Man In Motion World Tour, and images and specifications of the Rick Hansen Medal, please visit RickHansenRelay.com.

- 25th -

About the City of XYZ:

About the Rick Hansen 25th Anniversary Relay:

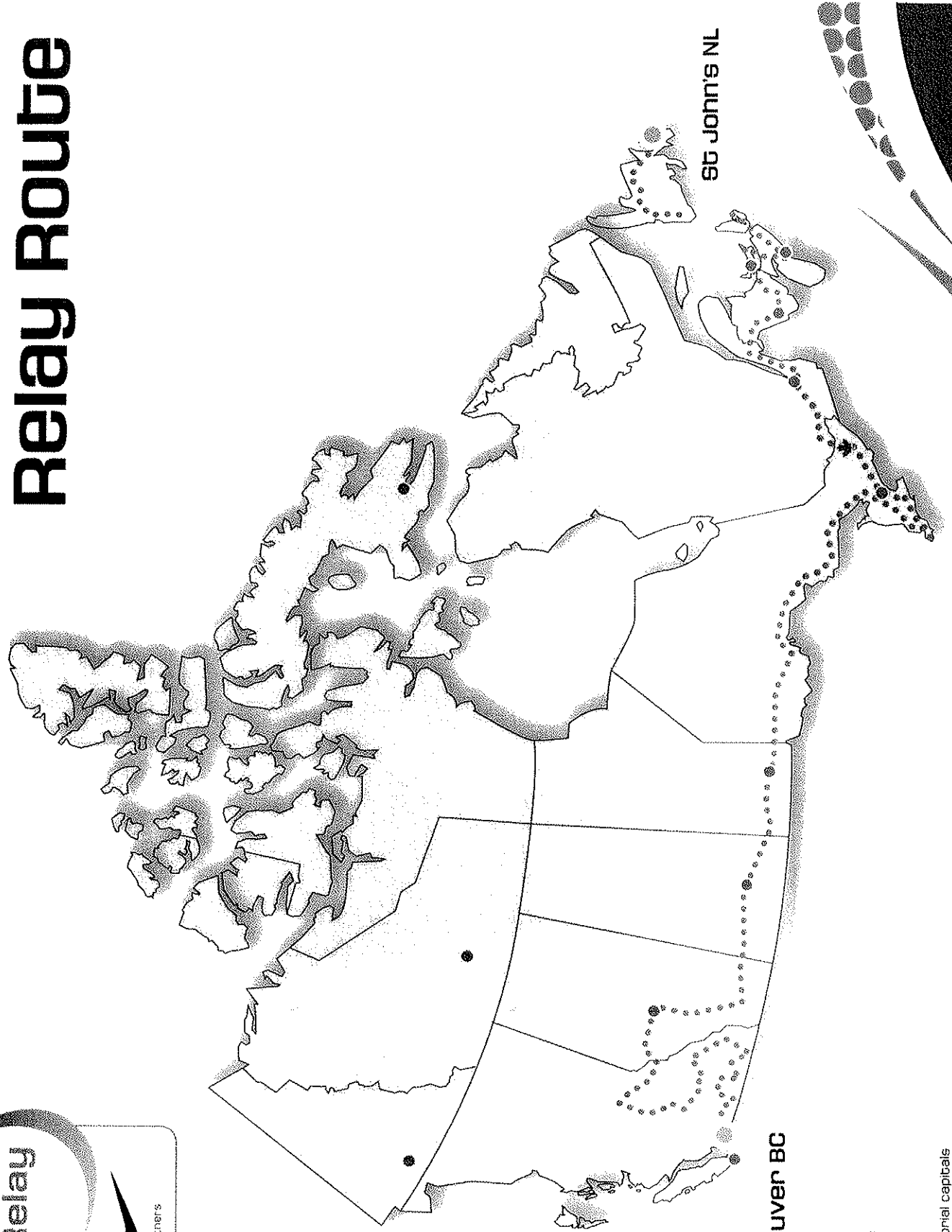
Beginning on August 24, 2011 in Cape Spear, Newfoundland and Labrador, the Rick Hansen 25th Anniversary Relay will retrace the Canadian segment of the original Man In Motion World Tour, traveling 12,000 kilometres, through 600 communities and concluding in Vancouver, British Columbia on May 22, 2012. This time, one will inspire many in motion; engaging 7,000 participants from across Canada who have made their own difference in the lives of others. Please visit RickHansenRelay.com for more information.

For More Information:

City of XYZ Communications

Rick Hansen Foundation Communications
John Gibson (in Ontario on April 5)
Mobile: 1-604-644-0811
Email: jgibson@rickhansen.com

August 24, 2011 - May 22, 2012
Relay Route



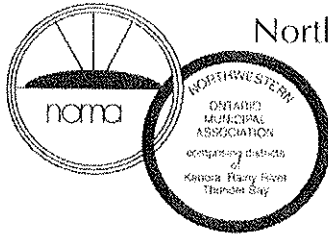
St John's NL

vancouver BC

* Information subject to change

- ◆ National capital
- Provincial and territorial capitals

RICKHANSENRELAY.COM • RICK HANSEN 25th ANNIVERSARY RELAY



Northwestern Ontario Municipal Association

Kenora, Rainy River and Thunder Bay Districts

P.O. Box 10308, Thunder Bay, ON P7B 6T8

Phone/Fax (807) 683-6662

Website: www.noma.on.ca

E-mail: admin@noma.on.ca

MEDIA RELEASE

For immediate release: Tuesday, April 5, 2011

ONTARIO GOVERNMENT REFUSES REQUEST FOR NORTHERN HEARINGS ON BILL 151: MEETINGS ON FOREST TENURE LEGISLATION TO BE HELD IN TORONTO

THUNDER BAY – The Standing Committee on General Government has refused requests from numerous Northern communities and organizations to hold hearings on Bill 151 in Northern Ontario communities and has instead scheduled two days of hearings in Toronto next week.

In a letter to the Committee Chair and Members last week, NOMA wrote, “We understand that there is consideration for holding a single hearing at Queens Park and none in the rest of the province. While such a location will facilitate the large interest groups based in Toronto, it will do nothing to ensure that the people whose lives depend on the forest have an opportunity to present their views directly to the Committee in their home area. On behalf of the Northwestern Ontario communities whose economy depends on a well managed forest, we therefore request that hearings be held in Northwestern Ontario...This way those who will be most impacted by the Bill will have the opportunity to participate in the discussion.”

The decision, which was made during meetings on April 4th, has been met with frustration. “The communities in the Northwest who have suffered so severely from the downturn in the forest sector, deserve to have their voices heard regarding proposed Forest Tenure legislation that will impact their economy,” said NOMA Executive Vice President David Canfield. “Once again we see that this Government is more focused on getting legislation passed than they are on getting it right for the people of Northwestern Ontario.”

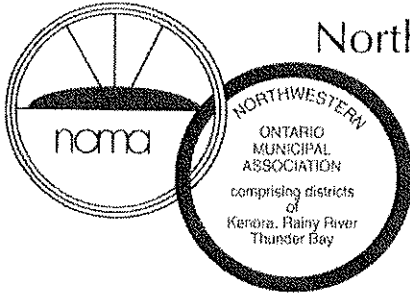
Canfield continued, “I am especially disappointed that Chair David Oraziotti, MPP for Sault Ste Marie, and Committee member Bill Mauro, MPP for Thunder Bay-Atikokan, did not stand up for their constituents by ensuring that hearings on this vital legislation are held in the North.”

NOMA will be providing a submission to the Committee outlining concerns regarding the legislation; however, it is uncertain whether a representative will be able to attend the Committee meetings due to the short notice and travel involved. NOMA will also be requesting an emergency meeting with the Minister of Northern Development, Mines and Forestry to press their case for changes to the Bill.

NOMA represents the interests of municipalities from Kenora and Rainy River in the west to Hornepayne and Wawa in the east. It provides leadership in advocating regional interests to all orders of government and other organizations.

-30-

Contact:
David Canfield
Executive Vice President
Ph: (807) 468-1115



Northwestern Ontario Municipal Association

Kenora, Rainy River and Thunder Bay Districts

P.O. Box 10308, Thunder Bay, ON P7B 6T8

Phone/Fax (807) 683-6662

Website: www.noma.on.ca

E-mail: admin@noma.on.ca

April 1, 2011

Chair and Committee Members
Standing Committee on General Government
Legislative Assembly of Ontario
Legislative Building, Queen's Park
Toronto, Ontario M7A 1A2
Via email to Clerk: william_short@ontla.ola.org

Dear Chair & Committee Members:

REQUEST THAT HEARINGS ON BILL 151 BE HELD IN NORTHWESTERN ONTARIO

The issue of Tenure Reform has been the focus of considerable review throughout Northern Ontario, and the Northwestern Ontario Municipal Association has participated in opportunities to provide input throughout the process. We were satisfied that it appeared that many of our concerns and recommendations were being addressed in the legislation as it was developed.

However, there appear to be issues with the legislation in its current form that are contrary to the advice and previous support of NOMA. It is critical that the government seek the opportunities available for effective input prior to Bill 151 moving forward to Third Reading.

We understand that there is consideration for holding a single hearing at Queens Park and none in the rest of the province. While such a location will facilitate the large interest groups based in Toronto, it will do nothing to ensure that the people whose lives depend on the forest have an opportunity to present their views directly to the Committee in their home area. On behalf of the Northwestern

Ontario communities whose economy depends on a well managed forest, we therefore request that hearings be held in Northwestern Ontario. While we cannot speak for other geographic areas it would be appropriate to hold hearings in the other major forest industries of the Province. This way those who will be most impacted by the Bill will have the opportunity to participate in the discussion.

Sincerely,



Ron Nelson
President
/cr

- c. Hon. Michael Gravelle, Minister of Northern Development, Mines & Forestry
Bill Mauro, MPP, Thunder Bay-Atikokan
Hon. Howard Hampton, MPP, Kenora-Rainy River
Mike Brown, MPP, Algoma-Manitoulin
Committee Chair David Oraziotti, MPP, Sault Ste Marie
Barry Streib, President, Northwestern Ontario Associated Chamber of Commerce
Jamie Lim, Ontario Forest Industries Association
NOMA Member Communities
Al Spacek, President, Federation of Northern Ontario Municipalities
Peter Hume, President, Association of Municipalities of Ontario

Jamie Cressman

From: communicate@amo.on.ca
Sent: April 1, 2011 7:22 AM
To: jamie.cressman@oliverpaipoonge.on.ca
Subject: AMO Report to Members

TO THE IMMEDIATE ATTENTION OF THE CLERK AND COUNCIL

April 1, 2011

AMO Report to Members on March 2011 Board Meeting

To keep members informed, AMO provides updates on important policy issues considered at regular AMO Board of Directors' meetings. Highlights of the March 2011 Board meeting follow:

Ontario Municipal Fiscal Health Update

AMO staff provided a summary of research on the fiscal health of municipalities in Ontario. Data on municipal expenditures was used in AMO's pre-budget submission to the Province's Standing Committee on Finance and Economic Affairs. The pre-budget submission is available on [AMO's website](#).

Contact: Matthew Wilson, Senior Policy Advisor, e-mail: mwilson@amo.on.ca; phone: 416.971.9856 Ext. 323

Modernization of Alcohol Regulation

The Board received information on proposed changes to the Liquor License Act which would modernize the alcohol regulation system. Changes include extending Special Occasion Permit hours, allowing the use of tiered seating for festivals serving alcohol, and allowing serving staff to carry drinks across an unlicensed area. The Board endorsed a response to the Attorney General which emphasises the impacts on municipal policing services, the fairness of the regulatory system, and the issue of joint and several liability.

Contact: Matthew Wilson, Senior Policy Advisor, e-mail: mwilson@amo.on.ca; phone: 416.971.9856 Ext. 323

AMO Discussion Paper on Municipalities and Long Term Care

The Board provided final direction on the AMO long term care paper. The paper provides an overview of the current and emerging issues that will impact aspects of the delivery and funding of long term care. This includes considerations of the municipal role in the current and future provision of this important service and provides examples of municipalities who have explored alternate service provision and funding options. AMO will be releasing the paper within the next few weeks.

Contact: Petra Wolfbeiss, Senior Policy Advisor, e-mail: pwolfbeiss@amo.on.ca; phone: 416.971.9856 Ext. 329.

Consultation on Fire Safety for Vulnerable Ontarians

The Board received information on a consultation on fire safety for vulnerable Ontarians in occupancies such as long term care homes. AMO's submission will include information on the escalating nature of fire costs and the possible budgetary and administrative impacts on long term care homes.

Contact: Monika Turner, Director of Policy, e-mail: mturner@amo.on.ca; phone: 416.971.9856 Ext. 318.

Waste Management Update

AMO staff provided the Board with an update on waste management issues. Specifically, the WDO Board will be reformed to move from an interest based board to one that has the knowledge and expertise required to oversee waste diversion programs. Also, the Board was informed of a workshop to be put on by the Recycling Council of Ontario to discuss extended producer responsibility (EPR) and municipal by-laws.

Contact: Milena Avramovic, Senior Policy Advisor, e-mail: milena@amo.on.ca; phone: 416.971.9856 Ext. 342.

This information is available in the Policy Issues section of the AMO website at www.amo.on.ca

DISCLAIMER These are final versions of AMO documents. AMO assumes no responsibility for any discrepancies that may have been transmitted with the electronic version. The printed versions of the documents stand as the official record.

Jamie Cressman

From: Oliver Paipoonge [mayor.lucy@xplornet.com]
Sent: March 31, 2011 2:58 PM
To: 'Jamie Cressman'
Subject: FW: Help Me Prevent the Liberal Government from Cancelling Northern Consultations

For council's information? Lucy

From: Hillier, Randy [mailto:randy.hillier@pc.ola.org]
Sent: Thursday, March 31, 2011 2:07 PM
To: mayor.lucy@xplornet.com
Subject: Help Me Prevent the Liberal Government from Cancelling Northern Consultations

Dear Mayor Lucy Kloosterhuis,

Yesterday in the Ontario Legislative Committee on General Government the McGuinty Liberal government once again abandoned residents of Northern Ontario. Algoma-Manitoulin MPP Mike Brown moved a motion to cancel all Northern committee consultation on Bill 151; a bill which would drastically change the way Forest Tenure operates in the province of Ontario.

Mr. Brown stated that the Liberals had "heard enough", and that just two committee days in Toronto were enough to hear all Northern petitioners.

The PC Caucus believes that the government has an obligation to hear from Northerners. Communities such as Espanola and Thunder Bay have made clear that they expect the government to consult on bills which will severely impact their communities. I know that you are no different.

I would ask that you contact the committee on General Government immediately and demand that the government allow the committee to travel to the North, to see firsthand how the forestry industry has suffered at the hands of this government. You can reach the clerk of the committee at:

Committee on General Government
99 Wellesley Street West
Room 1405, Whitney Block
Queen's Park
Toronto, ON M7A1A2

Tel: 416-325-3883

Fax: 416-325-3505

william_short@ontla.ola.org

Please help me to ensure that northern voices are not drowned out at this crucial stage for the Forestry industry.

Best Regards,

Randy Hillier

PC Party Critic for Northern Development, Mines and Forestry

PS: Please don't delay! The Liberal government is attempting to ram this bad legislation through the committee by mid-April!



RECEIVED

J 1 2011

ROADS DIVISION
Victoriaville Civic Centre
111 Syndicate Avenue, South
P.O. Box 800
Thunder Bay, ON P7C 5K4
Tel: (807) 625-2471

TRANSPORTATION & WORKS
DEPARTMENT

March 7, 2011

Mr. Jamie Cressman, CAO/Clerk
Municipality of Oliver Paipoonge
P. O. Box 10
4569 Oliver Road
Murillo, Ontario P0T 2G0

Dear Jamie:

This letter is in response to your inquiry regarding the City of Thunder Bay's future plans for the section of Townline Road between Highway 102 and John Street Road.

The Engineering and Roads Divisions have undertaken a review of the history of this section of road including any previous commitments made to Oliver/Paipoonge in terms of resurfacing. As this section of Townline Road has been part of a long standing Boundry Road Agreement (currently under review) the City of Thunder Bay has not included any funding in the roads program capital forecast.

If you have any question regarding this matter, please call me at 684-2408.

Sincerely yours,

Brad Adams, Manager
Roads Division

Jamie Cressman

From: Oliver Paipoonge [mailto:mayor.lucy@xplornet.com]
Sent: April 4, 2011 4:34 PM
To: 'Jamie Cressman'
Subject: FW: Solar Drive System

For next meeting? Lucy

From: George Orlecki [mailto:george@canadiansolargolf.com]
Sent: Monday, April 04, 2011 3:48 PM
To: mayor.lucy@xplornet.com
Subject: Solar Drive System

Good Day,

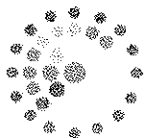
We are the Canadian Distributor for Solar Drive www.solardrive.com. We have recently sold our state of the art solar charging system to the U of A and the City of Edmonton and would like to offer the same to your decision makers. (I'm not sure who to contact)

Most municipalities run some electric vehicles and could (with Solar Drive) utilize more environmentally friendly electric utility vehicles/golf carts.

The product allows you to be environmentally friendly with virtually no up - front cash outlay. The Solar Drive canopy starts paying for itself from the first day in use and has significant results in reducing CO2 output as well as other benefits.

I would like to send you more information on the Solar Drive product if you have any interest.

George Orlecki
Canadian Solar Golf & LSV Distributors Inc.
780-448-9147



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