



COMMB MEMBERS' 2015 COMMUNITY SUPPORT

astral

**BRANDED
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LAMAR
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media

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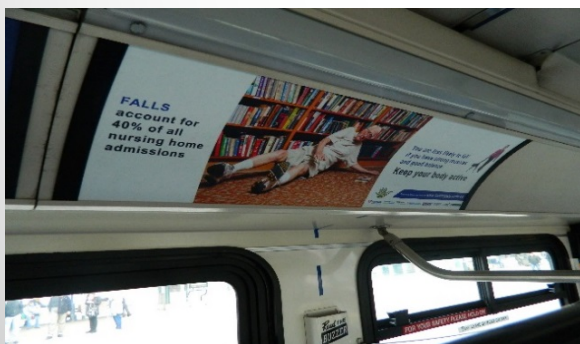
QUEBECOR
Media Out of Home

MAKING A DIFFERENCE

The OOH industry operates in hundreds of communities across Canada and has a long history of supporting arts and culture, community events, not-for-profits and other charitable organizations. In 2015, COMMB member companies contributed over \$24 million in free advertising space which helped hundreds of organizations in their fundraising, increasing awareness of specific causes/services and in recruiting volunteers.



The Movember Foundation is a charity raising funds and developing projects to improve men's health, focusing on prostate cancer and testicular cancer.



The Fall & Injury Prevention Coalition is a core research program which aims to reduce the societal and economic burden of injury.

"Since 2010, Bell Media contributes greatly to the Fondation Martin-Matte. Bell Media has helped us through its various OOH platforms to reach out and let people know about the foundation and the work it does. Through its support, the reputation of the Foundation has increased significantly. This recognition is reflected in an increase in testimonials sent to the Foundation and an increase in personal donations. Bell Media became a major player in supporting people living with brain injury or physical disabilities"

Vicky Pomerleau, Development Director
Fondation Martin-Matte



RBC Run for the Kids is an event created to show support and raise funds for youth mental health.



Martin Matte Foundation helps provide a better quality of life to children and adults living with head trauma or physical deficiency.



The Match International Women Fund funds women's rights organizations in the global South to make lasting changes in the lives of women and girls.

GIVING BACK



Max's Big Ride, to defeat Duchenne Muscular Dystrophy – a father and his son took a 600-km bike ride to raise funds for research into treating the disorder.



BC Transplant provides oversight for all aspects of organ donation and transplantation.



British Columbia Women's Hospital is primarily devoted to the health of women, newborns and families.

"Prostate Cancer Canada's inaugural 'Wear Plaid for Dad' campaign yielded unprecedented results. Branded Cities' generous contributions in the way of donated media heightened the campaign's awareness, garnering a magnitude of impressions in both large and small markets that were previously unreachable."

Rocco Rossi, President & Chief Executive Officer
Prostate Cancer Canada



Crime Stoppers is a not-for-profit organization that involves the public in the fight against crime by receiving anonymous tip information about criminal activity and providing it to investigators.



Prostate Cancer is the leading national foundation dedicated to the elimination of the most common cancer in men.



EPI Project's mission is to facilitate best practices in early psychosis intervention.



SickKids is a health-care community dedicated to improving the health of children.

SUPPORTING YOUTH



"The Transit Shelter Ads looked great. They were great exposure for us and really added value to the campaign. We had several people connected to our society email us, tweet us, or send us Facebook messages to say that they saw the ads and some even sent us the photo of the ad to show what they looked like. As for the locations that were selected I think that they provided us with great exposure and helped to spread our messages to a large number of people....."

Children of the Street Society

Children of the Street Society is a provincial society and federal charity dedicated to preventing the sexual exploitation and human trafficking of children and youth.



McDonald's McHappy Day® is a national fundraiser for helping children in need across Canada.



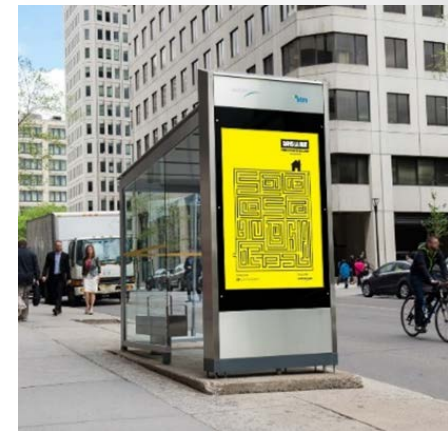
Make Children First coalition strives to make Kamloops the best possible place to raise young children.



Big Brothers supports child and youth development through essential volunteer-led mentoring programs.



Teen Health Source is a program provided by Planned Parenthood Toronto. It is a sexual health information service run for and by youth.



Dans la rue, founded in 1988, provides assistance to homeless youth and youth at risk.



Variety, The Children Charity raises funds to provide help and hope to children who have special needs.

ARTS & CULTURE



Arts for Children and Youth partnered with **PATISON Outdoor Advertising** to develop "WELCOME 41", a collaborative mural-making project designed to welcome and celebrate athletes, visitors and communities from the 41 nations participating in the Toronto 2015 Pan Am & Parapan Am Games.

"Thanks to PATISON Outdoor's in-kind contribution of advertising panels, AFCY has created a program entitled Youth X Press, an innovative and one-of-a-kind project that empowers youth to have a voice and effect positive change in their communities. This ground breaking initiative engages youth in the creation of original art murals displayed on the sides of TTC buses in the neighbourhoods where the youth live."

Julie Frost, Executive & Artistic Director, AFCY Arts For Children and Youth (AFCY)



Green Curtain Theatre, Montreal

The mission of the Green Curtain theater is to present symbolic representations of the human experience to the community and to enrich our collective imagination via the art of theater.



"Capture" Photography Festival was launched in 2013 and strives to nurture emerging talent, engage community and spark public dialogue about photography as an art form and a vessel for communication.

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