

A top-down photograph of a group of people sitting on a green lawn. Their hands and feet are pressed together in the center of the circle, creating a communal gesture. The image is used as a background for the text.

COMMB Members: Community Reinvestment

\$24 Million
IN ADVERTISING SPACE DONATED ACROSS CANADA

COMMB Support

In 2016, COMMB members donated advertising space to over 120 Canadian non-profit organizations and charities across the country. This support is vital to ensure that we have strong, vibrant community organizations, charities, arts, culture and sports encompassing all walks of life, from elderly to families, children & youth.



Big Brothers
of Greater Vancouver





Promoting
Health
and
Wellness

National Denim Day: Fighting Breast Cancer



CURE Foundation is a national foundation that provides funding for basic and clinical research for breast cancer.

Raising Awareness: Blood Donation and Overdose Crises



Héma-Québec launched a campaign to raise awareness about the impact of blood and plasma donations.



Fraser Health launched a poster ad campaign bolstering its ongoing drive to raise awareness of the overdose crisis in British Columbia.



Assisting Communities

Campaigns Addressing Poverty and Safe Water

Centraide



In Quebec “La pauvreté a des conséquences,” is a fundraising campaign for **Centraide du Grand Montréal** to bring attention to the daily challenges faced by people in need.

WaterAid



Water Aid Canada works with local partners to help communities access safe water and sanitation.

Building Community Awareness of Crime

Crime Stoppers is a community, media and police co-operative program designed to involve the public in the fight against crime.

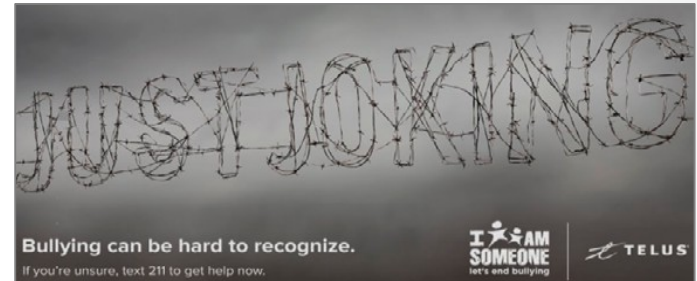




Advocating For Youth

Addressing Bullying

I AM SOMEONE strives to educate and empower individuals, businesses and communities so they can effect change and end the hurt caused by bullying.



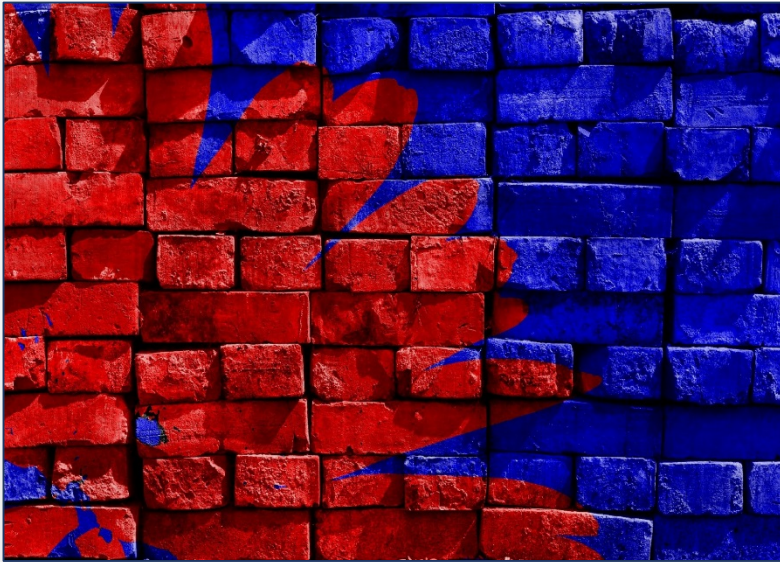
Impacting Young Lives

"Unity uses hip hop to improve young people's lives creating healthier communities. Through the partnership, Branded Cities has given Unity the opportunity to share this message of empowering youth nationwide. Thank you Branded Cities for your ongoing engagement and support!"



Rajni Sharma
Director of
Development &
Communications
Unity Charity





Supporting Arts and Culture

Homage to *The Hip*

COMMB members in partnership with Twitter Canada, payed homage to **The Tragically Hip**, the legendary Canadian rock band whose music is popular with fans across all age groups.



Supporting New Ideas

“By partnering with PATTISON Outdoor for our Myseum Intersections Festival and Major Annual Exhibition, we have extended our reach across the Greater Toronto Area, driven new and diverse audiences to our museum programming, and increased visits to our website via mobile devices by 700%. Our campaign with PATTISON has played a crucial role in establishing recognition for our brand.”



Karen Carter, Executive
Director
Myseum of Toronto

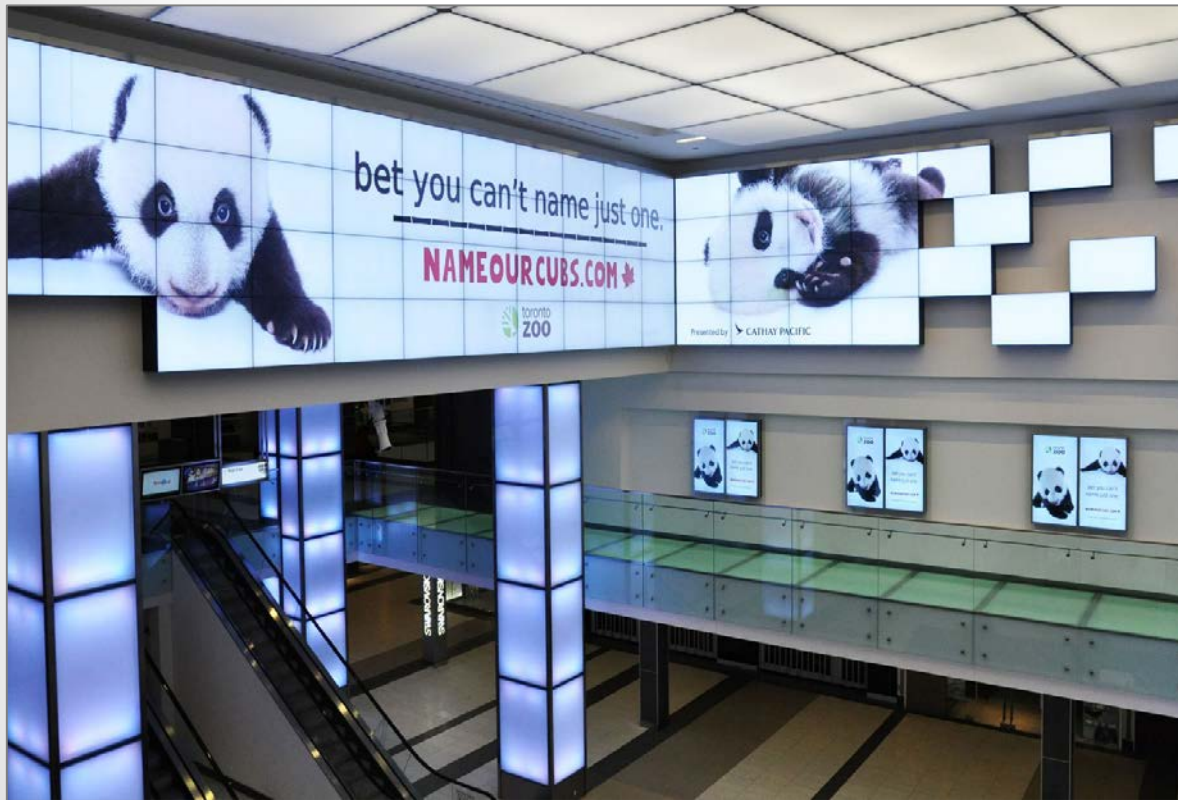


Myseum of Toronto is a museum without walls dedicated to showcasing diverse perspectives of Toronto's past, present, and future. Myseum delivers programming to all corners of the city.

National Initiative: Toronto Zoo Panda Cubs



“bet you can’t name just one...”



“On behalf of the Toronto Zoo and its stakeholders, we are extremely grateful for the generous support from the members of COMMB to engage Canadians to help name the first giant panda cubs born in Canada, and to bring heightened awareness to our giant panda conservation program.”

John Tracogna
CEO, Toronto Zoo

COMMB Members

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LAMAR
TRANSIT ADVERTISING

PATTISON
OUTDOOR ADVERTISING



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CITIES**

OUTFRONT
media

QUEBECOR
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