



OUT-OF HOME'S CONTRIBUTION TO CANADIAN COMMUNITIES

2014 Report



Contribution to Canadian Society

Contributing to the community is important to Canadians. In 2013, the vast majority of Canadians (82%) made financial donations to a charitable or non-profit organization.

*Source: Statistics Canada, Volunteering and Charitable Giving in Canada, 2013



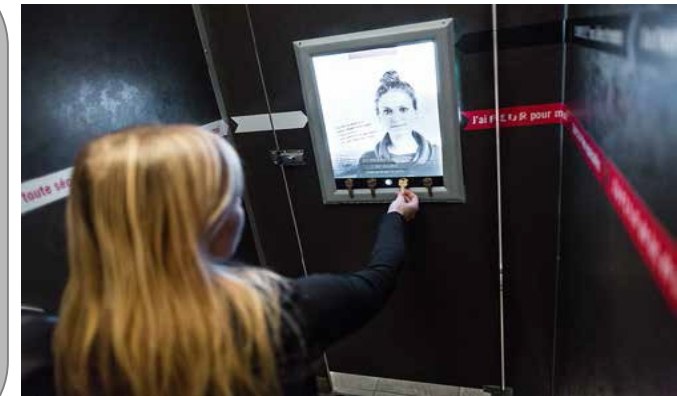
Canadian Forces



Canadian Labour Congress

"I'm very proud of the charitable support that COMMB member companies provide to the various arts, cultural and not-for-profit organizations in their communities. The support speaks volumes that as individual companies we must do our part to give back to where we do business. I'm also grateful to have COMMB directors who believe and support these various causes."

Luc Quétel, President, Astral, COMMB Chair



S.O.S Domestic Violence



Health Ontario



City of Toronto Recycling Program



Rogers Youth Fund



Québec Tourism

Shared Values



Canadian Cancer Society

COMMB members are very pleased to offer their support and play a positive role in Canadian communities. In 2014, COMMB members provided \$24 million in free advertising space to charities, cultural and not-for-profit organizations and community events across Canada. These campaigns helped hundreds of organizations to increase awareness of their services, recruit volunteers and raise funds for their causes.



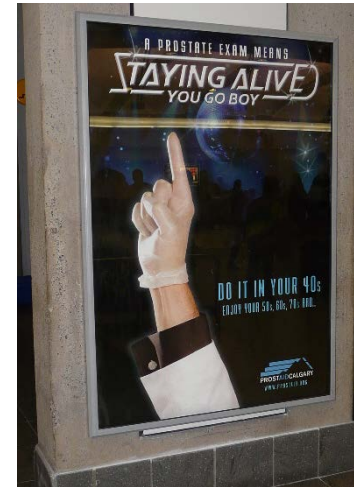
BC Children Hospital Foundation



United Way



Charity BBQ Day



Prostate Cancer



Canadian Breast Cancer Foundation



Testicular Cancer



BC Transplant



Stand Up to Cancer



Halton Women's Place

Arts & Culture



Pan Am & Parapan Am Games



Arts In Transit



Royal Ontario Museum



Canadian Community Arts Initiative

- 83% of Canadians attended at least one type of live performance or arts event in the past year.
- 609,000 people are employed in the arts and cultural sector in Canada.
- COMMB members support the culture and arts community by promoting artists and events through OOH campaigns.



Young People's Theater



The National Theater School of Canada

"You can never underestimate the power of seeing yourself reflected in art and how important that is to a feeling of belonging. WorldPride 2014 is delighted to partner with PATISON's Art in Transit programme to bring this important exhibition to Toronto and citywide visibility to Trans* communities."

**Chrystal Dean,
WorldPride Manager**

POETRY IN TRANSIT

**George Amabile
HORIZON**

Poets.ca | PATISON

Something is always going on there:
the flicker of steeped storms
cloudsail traffic out or back
vanishing rails
the glass dance
of heat waves
ember gardens
nuances of moonlight
the precise crawl of our star clock
and sometimes a glimpse of that original flux
out of which distance grows
toothpicks into spotted telephone poles

Poetry In Transit



Espace Go Theater

COMMB Members



astral



**BRANDED
CITIES**



**ZO
OM**
MEDIA