

# Communications Update

## December 11, 2006

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### **Communications Overview**

Communications staff are currently working on Games budget, community town hall information sessions, bid book, venue announcements, and preparing for the May 9<sup>th</sup> bid lodgment in London.

### **Communications Activities**

- Halifax 2014 Marks One Year-to-Go Milestone, November 9
- CGA Partner Program announcement, November 10
- Alexander Keith's First Founding Partner announcement, November 21
- Sport Community Briefing, November 21
- Premier's State of the Province address, November 29
- Primary funding partners announcement, November 30

### **Community & Stakeholder Outreach**

Halifax 2014 Athlete speaker, Adrienne Power started her HRM school speaking program in December and is fully booked for January and February.

Adrienne will be presenting an autographed HERE campaign picture and offering running tips to a local youth inspired by the HERE campaign, December 12.

Luncheon event for the Domestic Bid top-tier sponsors, and Labatt (Alexander Keith's), December 15.

ALC "Support for Sport" ticket sales announcement, January 18.

### **Corporate Partners Update:**

- Finalization of Partnership Packages and Friends of the Games
- Meetings with C100, Q104, and KOOL representatives, who are keen to partner and promote Halifax 2014.
- Additional Founding Partner proposals to: Aliant, Bell Globemedia, CBC, CanWest Global, CTV, Diageo, Hbc, Peller Estates, Scotiabank, Transcontinental, Vincor
- Secured non-profit status (able to issue charitable tax receipts) for Friends of the Games through Sport Nova Scotia and the National Sport Trust Fund.

### **e-Newsletter**

December e-newsletter will be distributed to primary and secondary distribution lists on Dec.15.

The international newsletter will be distributed in December.

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### **Advertising**

Finalizing latest inventory order for promotional and clothing items

Taping of high-profile Canadian athletes for endorsement video, including Alex Baumann, Alexandre Despatie, Benoit Huot, Chantal Petitclerc, Jonathon Power, Kris Burley, Kyle Shewfelt, Molly Killingbeck, Scott Sandison

### **Upcoming Announcements**

Announcements of Bid Team Members, Consultants & Advisory Committees:

- Board of Directors update

### **Human Resource**

Graphic position applications have been short-listed.

Prepared by:

Deborah Hashey  
*Halifax 2014 Communications & Partner Relations*  
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