

The logo features the letters 'TO' in a large, white, sans-serif font. The letter 'O' is a white circle containing a white silhouette of a maple leaf. Below 'TO' are the words 'CANADA' and 'WITH LOVE' in a smaller, white, sans-serif font. 'CANADA' is on one line, and 'WITH LOVE' is on the next line, with 'WITH' underlined. At the bottom of the logo is the text 'HONOURING 150 YEARS' in a small, white, sans-serif font.

**TO**  
**CANADA**  
**WITH LOVE**  
HONOURING 150 YEARS

**PRESENTATION TO TORONTO FRENCH  
LANGUAGE ADVISORY COMMITTEE**

**APRIL 24 2017**

# THE CITY OF TORONTO CELEBRATES CANADA 150

Our objective...

Create a memorable, diverse and appealing program of events and activities throughout 2017 that will celebrate Canada and Toronto's place in Canada, engage a wide range of citizens and communities and inspire pride in our city and our country.

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# GOVERNANCE STRUCTURE

- External Advisory Committee includes representation from the Toronto's Francophone Community (M. René C. Viau, President of the Board at Francophonie-en-Fête) and has provided significant advice on marketing and programming content.
- City's efforts coordinated through an Interdivisional Working Group and EDC Steering Committee which is chaired by EDC's General Manager.



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# TO CANADA WITH LOVE PROGRAM

New Years Eve 2017: celebrations featuring performances and concluding with fireworks display. NPS, December 31, 2016.

Exhibit “Settling in Toronto: The Quest for Freedom, Opportunity and Identity”. Market Gallery, March 25 - July 15, 2017.

Commemoration of the 100th Anniversary of the Battle of Vimy Ridge and the planting of a “Vimy Oak”. Fort York, April 8 - 9, 2017.

Doors Open 2017: “Fifteen Decades of Canadian Architecture” Canada 150 Edition. City-wide, May 27 - 28, 2017.

National Aboriginal Day and Indigenous Arts Festival. Fort York, June 21 and June 24 - 25, 2017.



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# TO CANADA WITH LOVE PROGRAM (CONT'D)

Four-day Canada Day Festival. Nathan Phillips Square, June 30 - July 3, 2017

Canada Day Celebrations. Mel Lastman Square, Humber Bay Park West, Scarborough Civic Centre, July 1, 2017.

Enhanced Canada Day programming. Historic Sites & Museums, July 1, 2017.

Exhibit “Maple Leaf Forever: Toronto's Take On a National Symbol” Market Gallery, July 22 - November 18, 2017.



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# FRANCOPHONE COMMUNITY ENGAGEMENT

- Engaged with local Franco-Ontarian artists and arts & culture organizations to develop Canada Days program content
- Recruited Francophone performers at major arts conferences and showcases in Montreal and France
- Close consultation with other government partners in development of content and marketing, close working relationship with with Canadian Heritage on Francophone content.

# FRANCOPHONE ARTISTS



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# FRANCOPHONE ARTISTS ( CONT'D)

## MUSIC

- Diley Mori (Québec - Mali)
- Nicolas Pellerin et les Grands Hurleurs (Québec)
- Shait (Québec - Innu)
- Les Poules à Colin (Québec)
- Betty Bonifassi (Québec)
- H'Sao (Québec - Chad)
- Les Filles de illighadad (Niger)
- Poirier's Migration Sound System (Québec)
- Wesli (Québec - Haiti)
- Ziskakan (Réunion Island)

# FRANCOPHONE ARTISTS ( CONT'D)

## PERFORMING ARTS

- Bouchard Danse (Ontario)
- Cirque Éloize (Québec)
- Métis Dancers (Ontario)

# FRANCOPHONE COMMUNITY ENGAGEMENT- MARKETING

- City Staff have consulted with Publicis in Montreal on the overall campaign creative and French language translation of wordmarks and slogans.
- Event information and promotion in French and English through organic social media, print and online advertising and paid social media posts
- Media relations campaign engaging the French print, online and broadcast media in the Toronto Market

# FRANCOPHONE COMMUNITY ENGAGEMENT- MARKETING ( CONT'D)

- Event news releases, media advisories and backgrounders issued in French and distributed to French-language media in the Toronto market
- Bilingual web content on [Toronto.ca/canada150](https://toronto.ca/canada150)
- Distribution of French language TO Canada with Love event map/guides to the Francophone community and distribution of French collateral

# TO CANADA WITH LOVE PROGRAM

## MOMENTO

- Series of local and city-wide events highlighting historical people, places and events of significance to Canada and Toronto over the past 150 years.
- Will engage organizations and communities to include community-based, independent projects.
- Large-scale events, including musical performances, public projections, a participatory Canada 150 flotilla, and a mobile museum will maximize the impact and reach of the program.
- Toronto's Humber River carries a significance for the Francophone Community in Toronto. The signature MomenTO event entitled Canada 150 Flotilla on Humber River takes place September 10, 2017. The event will celebrate Toronto's national heritage river, including its rich French and Indigenous history, while paddling a free canoe.

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Canada



# WAYS WE CAN HELP THE FRANCOPHONE COMMUNITY CELEBRATE CANADA'S 150

- Encourage community groups to add listings to Canada 150 calendar of events.
- The MomenTO mobile activation can visit an existing festival or event.
- MomenTO can help promote appropriate, community-based Canada 150 programs as independent projects.

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150