

# mysudbury Partner Newsletter



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## Campaign Gets a New Look On mysudbury.ca

The campaign section on mysudbury.ca has a new look! Visit <http://www.mysudbury.ca/campaign> to view details about the mysudbury campaign including a list of partners, logos to download for your use and campaign successes.

The site also features new items such as examples of how partners are using the campaign logos within their own marketing strategies. mysudbury is committed to being present in the community and you can view banners available to your business/organization for display at your event.

## Manitoulin Transport Partnership

Specially designed artwork on two transport trailers were unveiled at a ceremony held February 28, 2007 at Manitoulin Transport. The trailers depict the mysudbury campaign to promote the City of Greater Sudbury. Over the course of the next three years one trailer will travel across Canada and the other across Ontario and Quebec.

“mysudbury is more than a slogan – it is a campaign that gives all businesses and members of the community the pride to act as ambassadors of Greater Sudbury,” said Mayor John Rodriguez. “Manitoulin Transport is a campaign partner and their assistance greatly contributes to strengthening our community,” said Mayor Rodriguez.

“Manitoulin Transport is proud to be a partner in the mysudbury campaign. We wanted to demonstrate our commitment and support of this campaign. Displaying the City of Greater Sudbury on the panels of our two trailers is our way of acting as ambassadors for Greater Sudbury”, said Jeff Smith, Vice-President, Quality, Manitoulin Transport.

Greater Sudbury offers a wonderful personal and business lifestyle that we should celebrate and it makes perfect sense to share that with others; to invite them to be a part of what we have known for many years; that Greater Sudbury is “Rock Solid Business” and “Lakes, Trees and Lifestyle”.

Featuring this message on the side of the trailers is a tremendous opportunity for the mysudbury campaign as we move forward to rebuilding an image for the City.

A special thank you is extended to Jeff Smith and Ted Brown, Corporate Operations Manager for their assistance and participation in the campaign. We are certain that your participation and efforts in this campaign will inspire others to come forward and act as ambassadors for Greater Sudbury.



*Pictured left to right, Mayor John Rodriguez, Jeff Smith, Ted Brown and Guy Labine*

## Billboards



In an effort to expand the visibility of the campaign and the City of Greater Sudbury, the campaign partnered with the Tourism Department to develop four outdoor billboards. Two are located on Highway 11 and two in the Pembroke area. The signage is reflective of the lifestyle and tourism of the City.



## Testimonial – The Cambrian Shield

“Education is the transmission of civilization.” – Ariel and Will Durant



As proud supporters and community partners of the mysudbury Campaign, The Cambrian Shield understands the importance of encouraging and inviting young minds to stay in the Sudbury area and contribute to its growth and future prosperity.

While a large percentage of our student base comes from the City of Greater Sudbury and surrounding area, close to 60% of our student population choose Sudbury as the place to pursue their post-secondary education. They do this for a reason.

Without a doubt, Sudbury offers a unique mix of culture, adventure and opportunities that these future leaders recognize, and it is through promotional initiatives like mysudbury that the profile of our unique community is raised and recognized.

The Cambrian Shield, Cambrian College's award-winning student newspaper, is proud to display the mysudbury brand image on the front page of our publication, and we challenge other community members, businesses and organizations to show their support.

Kim Donaldson, Professor, School of Business, Media and Creative Arts

## Using the mysudbury Logos

The campaign team is committed to tracking how partners are utilizing the logo within their own corporate and marketing efforts. As partners you have contributed significantly to leveraged advertising.

The logo is appearing on many marketing tools including business cards, job advertisements, grocery bags, water bottles, brochures, t-shirts, posters, web sites, calendars, letterhead, etc. To view examples, visit [www.mysudbury.ca/campaign/samples](http://www.mysudbury.ca/campaign/samples)

We encourage our partners to place the logo on any tool that is visible to customers, vendors, general public, etc. Please share your marketing efforts with us and forward them to [jenniferk@mysudbury.ca](mailto:jenniferk@mysudbury.ca) In addition, to tracking the leveraged advertising, your tools are utilized in packages, PowerPoint presentations to prospective partners and award submissions.



CVRD Inco job advertisement

## my!sudbury...is **LOOKING** for YOU!



**Tell us why you are a proud Sudburian and your story could be selected and featured in the Sudbury Star as a My Sudbury Proud Ambassador.**

**Send your submission to:**

Jennifer Keen  
P.O. Box 5000, Station A  
200 Brady Street  
Sudbury, ON P3A 5P3  
jenniferk@mysudbury.ca



There are over 105 individuals, businesses and organizations that have joined the mysudbury campaign as partners. Collectively you have contributed significantly to this campaign and we look forward to working with you on helping to promote the city of Greater Sudbury. Our partners are the campaigns' greatest asset and as ambassadors we want to feature you! Tell us your story!

### Upcoming Events



We are launching new partnership initiatives with two new partners in the next several months. Additional details will be posted on the campaign section of [www.mysudbury.ca](http://www.mysudbury.ca) in the next few months. Visit the site to learn more!

We are always interested in your partnership ideas so let us know how you can make a contribution to the campaign.

### Contact Us

Do you have a question or an idea you would like to share? Contact Jennifer Keen, Campaign Coordinator at:

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