

Good afternoon,

My name is Lia Karidas and I'm so thrilled to update you on the activities of Canada 150 London! For the past 2 years, my office (Canada 150 London) has been preparing for 2017, and part of that has included presenting to community organizations. Normally, when I start a presentation I say something to the effect of: "In 2017, Canadians from coast-to-coast will be celebrating the 150th anniversary of confederation, and London is no exception." But what we've now realized, is that London IS an exception. Our city has taken the call to celebrate 150 very much to heart, and in 46 days, London will launch a year that will be recognized and revered from coast to coast.

Canada 150 London is London Ontario's chapter of Canada 150, and our goal is for London to feel the effects of this exciting milestone. In my role as Canada 150 London coordinator, I'm a shared resource for the community. I work on planning signature events, and assisting community members who are looking to plan their own 150 events. I've assist local applicants with navigating funding opportunities from various levels of government, to the tune of over \$1 million and counting coming into London for 150 events in 2017. I broker relationships between community groups looking to collaborate on 150 projects, resulting in a program plan of 50+ initiatives in London Ontario throughout the year. And I work on marketing and managing the central Canada 150 London calendar with the support of the Canada 150 London Steering Committee and Programming Committee (MANY OF WHOM ARE HERE TODAY). It's a huge job, it's a fun job, and so far, it's going wonderfully!

## **SLIDE**

The Canada 150 London calendar for 2017 will offer A FULL YEAR of activity: 12 months of programs from January-December. It is made up of 3 categories of programming: 1) SIGNATURE EVENTS 2) COMMUNITY EVENTS and 3) MARKETING/STORYTELLING.... Our constantly evolving program list holds up against those of larger Canadian cities, because we are focusing on the entire year, and not just one month or one day.

SIGNATURE EVENTS: are the events that Londoners are going to go wild about. They are high-impact, Canada 150-themed, and are designed to reach as many Londoners as possible. Such as: NYE 2016: the official kick-off of the Canada 150 year, London's biggest ever Earth Day, a once-in-a-generation touring production (held at Western University) that will capture the imaginations of youth, older adults, schoolchildren, and the community at large; a special submission to Ottawa 2017's Inspiration Village, creating national media hype for our local 150 plans. And a very special Sesquicentennial Ball, mirroring and exceeding a similar event that took place in London in 1967 during Canada's centennial. These and other signature events for Canada 150 London, will provide our community with memories to be excited about for the next 50 years.

**COMMUNITY EVENTS:** are the 40+ additional Canada 150 programs and plans that are being produced by individuals, organizations and communities within our city. They range from block parties to educational programs to receptions that highlight the legacies of Canadians that live right here. We are so excited by the engagement of the community at large, and Canada 150 London will be reporting on and promoting this Community Events throughout the next year.

## **SLIDE**

**MARKETING:** This is where we promote the 150 brand to get Londoners excited (through ads, banners, promo pieces, social media campaigns, etc.), and also where we get to pull together the story of what London did in 2017. Whether it's online, in print, or on film, numerous methods of sharing the great work taking place in our community are already underway. The easiest way to access these stories is online at [canada150london.ca](http://canada150london.ca), or on Facebook/Twitter/Instagram: @Canada 150London, we are launching our 12-month calendar in a splashy manner starting this winter, with more events being added as the Road to 2017 comes to a close. And this will take place just in time for Londoners to start sporting their Canada 150 London swag, much which will be handed out starting this New Year's, and some of which you will find today in your gift bags. Editorial content, volunteer forms, and other relevant links are already available on our website.

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We have received very positive feedback about London's preparedness for Canada 150, with phrases like "second only to Ottawa" being uttered by our national partners (and you'll see these partners here). London was, in fact, chosen the second stop for a major national touring event and exhibition. London is one of only a few municipalities with an ongoing programming relationship with Ottawa 2017. London is one of the only entities that attends 150 networking events as a municipality. Having a central office for this work in London, Ontario, has elevated our city on the national stage, and we should all be very proud of this direction and excited about what is yet to come.

## **SLIDE**

Canada 150, and especially its London Chapter, belongs to everyone. There is a central office coordinating the efforts of many, but the initiative and the enjoyment of it, is available to anyone who wants to take part and add to the legacy. In addition: Accessibility, representation, and diversity are priorities that run through the entire Canada 150 London program plan. One huge marker of success, is how many Londoners are positively impacted by the events of 2017, and we want that answer to be EVERYBODY.

We are well on the Road to 2017, and with a robust program plan on the cusp of announcement... London is the exception!

My contact information can be found in your copies of the report, and I am available to take questions.