



ARCS: 292-30  
File: GCP-2016-63740

November 2, 2016

Sent via email:

Dear:

**Re: Request for Access to Records**  
***Freedom of Information and Protection of Privacy Act (FOIPPA)***

I am writing further to your request received by the Government Communications and Public Engagement. Your request is for:

*Regarding the expanded Our Opportunity Is Here - aka B.C. Services - advertising campaign: The business case, budget and marketing plan; The creative concept, production plan, media placement plan and budget for advertising in all forms of media; The names of all contractors and their roles, dates contracted, budgets and expenditures for individual contracts and, if any are no-bid contracts, the reasons for bypassing a competitive process and justification for no-bid contracts. (Date Range for Record Search: From 06/01/2016 To 09/19/2016)*

Please find enclosed a copy of the records located in response to your request. These records are provided to you in their entirety. Your file is now closed.

These records will be published on the BC Government's Open Information website a minimum of five business days after release. To find out more about Open Information, please access the Open Information website at: [www.gov.bc.ca/openinformation](http://www.gov.bc.ca/openinformation)

If you have any questions regarding your request, please contact Melissa Boyd, the analyst assigned to your request, at 778 698-2867. This number can be reached toll-free by calling from Vancouver, 604 660-2421, or from elsewhere in BC, 1 800 663-7867 and asking to be transferred to 778 698-2867.

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You have the right to ask the Information and Privacy Commissioner to review this decision. I have enclosed information on the review and complaint process.

Sincerely,

A handwritten signature in cursive script that reads "Maxine Vanzetta". The ink is dark and the signature is written in a fluid, connected style.

Maxine Vanzetta, Manager  
Health / Education Team, Information Access Operations

Enclosures

<p>How to Request a Review with the Office of the Information and Privacy Commissioner</p>
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If you have any questions regarding your request please contact the analyst assigned to your file. The analyst's name and telephone number are listed in the attached letter.

Pursuant to section 52 of the *Freedom of Information and Protection of Privacy Act* (FOIPPA), you may ask the Office of the Information and Privacy Commissioner to review any decision, act, or failure to act with regard to your request under FOIPPA.

**Please note that you have 30 business days to file your review with the Office of the Information and Privacy Commissioner. In order to request a review please write to:**

Information and Privacy Commissioner  
PO Box 9038 Stn Prov Govt  
4th Floor, 947 Fort Street  
Victoria BC V8W 9A4  
Telephone 250 387-5629      Fax 250 387-1696

If you request a review, please provide the Commissioner's Office with:

1. A copy of your original request;
2. A copy of our response; and
3. The reasons or grounds upon which you are requesting the review.