

## D'Argis, Krista CSCD:EX

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**From:** Lewis, Kaaren JTST:EX  
**Sent:** Thursday, June 18, 2015 4:58 PM  
**To:** Rutley, Pam K JTST:EX  
**Subject:** FW: quick update | Yoga Day

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**From:** Bhat, Asha JTST:EX  
**Sent:** Tuesday, June 2, 2015 10:42 PM  
**To:** Lewis, Kaaren JTST:EX  
**Subject:** Re: quick update | Yoga Day

Thanks Kaaren, really appreciate it.

I just heard back from Barinder this afternoon and asked folks to follow up when I had some desk time this evening...so I suspect it will be a day or two before we get any meaningful feedback from DBC...but will send your way as soon as we have anything...

cheers!

a.

ASHA BHAT  
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Mobile: s.17  
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On Jun 2, 2015, at 9:25 PM, Lewis, Kaaren JTST:EX <[Kaaren.Lewis@gov.bc.ca](mailto:Kaaren.Lewis@gov.bc.ca)> wrote:

OK – I want that job...

I would like to send a quick note to DMO/MO - do you expect to hear back from DBC tomorrow? If it will be longer, than I would craft something tonight or tomorrow am as a heads up and say we'll follow up with more info from DBC. Let me know

Thanks

Kaaren

s.22

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**From:** Bhat, Asha JTST:EX  
**Sent:** Tuesday, June 2, 2015 7:02 PM  
**To:** Lewis, Kaaren JTST:EX  
**Subject:** quick update | Yoga Day

Hi Kaaren – Just a quick note to loop back re the mention in the MSB/MNY MCOT briefing of Int'l Yoga Day

I connected with Barinder on this and can advise:

- June 21<sup>st</sup> is yoga day
- there will be a big event (arranged thru an event company) in Vancouver
- Quick snapshot – Burrard bridge will be shut down for a yoga class that day for thousands 8:30am-9:30am.
- s.13

s.13

as I understand from Barinder that PCC will announce the upcoming event Thursday or Friday.

cheers!

a.

ps: apparently Prime Minister Modi has a Minister of Yoga in his Cabinet....how cool a job is that??

**Asha Bhat**

Executive Director, Tourism & Creative Sectors

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## D'Argis, Krista CSCD:EX

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**From:** Bhat, Asha JTST:EX  
**Sent:** Monday, June 1, 2015 12:37 PM  
**To:** Bhullar, Barinder MIT:EX  
**Subject:** International Yoga Day

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi Barinder – am following up on a quick conversation with Athana, MSB and MNY...can you pls advise on the status and requirements for the international yoga day celebration/commemoration?

Thanks for your help with this,  
cheers,  
a.

**Asha Bhat**  
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## D'Argis, Krista CSCD:EX

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**From:** Lewis, Kaaren JTST:EX  
**Sent:** Thursday, June 18, 2015 5:04 PM  
**To:** Rutley, Pam K JTST:EX  
**Subject:** FW: follow-up | June 21st - Int'l Yoga Day

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**From:** Lewis, Kaaren JTST:EX  
**Sent:** Monday, June 8, 2015 6:35 PM  
**To:** Bhat, Asha JTST:EX  
**Cc:** McCormick, Colleen M JTST:EX  
**Subject:** Re: follow-up | June 21st - Int'l Yoga Day

Thanks Asha and Colleen. Appreciate the update and please continue to keep me in loop as get closer. Best  
Kaaren

Sent from my iPhone

On Jun 8, 2015, at 4:10 PM, "Bhat, Asha JTST:EX" <[Asha.Bhat@gov.bc.ca](mailto:Asha.Bhat@gov.bc.ca)> wrote:

Hi Kaaren – Quick update as promised re DBC engagement for Int'l Yoga Day on June 21<sup>st</sup>. (Thanks to Colleen for tracking this down)

I've also attached the news release that came out Friday to announce the event.

- Marsha had a call with the MO on Thursday, June 4<sup>th</sup> and DBC has been asked to live stream the event on their consumer website. The MO is following up with organizers to ensure DBC gets the codes they'll need to do this.
- DBC is also planning on tweeting about the event, and have been working with Destination Canada to see if there are any opportunities to leverage this event for the India market (Note, all of DBC's efforts in India are supported through Destination Canada, including their in-country social media outreach). Maria Greene, Director of Overseas Marketing, and Monica Leeck, Manager Market Development Asia are leading this piece.

Don't hesitate to let me know if you'd like anything further on this, otherwise we'll keep in contact with Barinder and monitor at this end.

cheers!

a.

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