

Throne to Budget Media

Date

Feb. 5

- ICBC Thurs Q3
- Trial Lawyers

- AD Thurs

- And G - BCT Hydro Wed.

- St. Paul's - 15

* Regional media plans.

• Throne media booking

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IS Bookings.

Date Feb. 7

- (1P) CBC - pre tape w/ Tanys
- Global morning - talk to Zuss
- CKNW -
- CHNL -
- CFAX -
- Red FM -
- Fairchild (Travena Lee) -
- Media Advisory

Bladder Cancer: PJH (Tammy + Feg) Date March 5

* - Use PJH's voice more
- September 22 - Bladder Cancer Walk YUK

- Bladder Cancer Canada - 10 year ann.
- World Coalition Launch next week in Barcelona.

* more specific about Cancer? Add Bladder web/Bio

SM campaign for May
- video w/ testimony?
- Ted Talk?

- IG, FB, YouTube - Agency social
- Suck 'a lemon for bladder cancer?

BCG Shortage - BCG - Verity Pharm
(new supplier)

* New treatments for metastatic Bc

St. Paul's - 125 yrs.

- 30% treated from outside Van
- existing hospital open

- Phase II not approved yet.

↳ research centre.

↳ will open concurrently in 2026

75 million

125 million

Jimmy's total health cont. \$

RFO 3mos - Starting Only.

RFP

RBA Terrace:

One Time Grant

- we heard what you said
- get back on your feet
- ↳ to help w/ future.

- giving it now

- short share for infrastructure grants

- reserve fund for muni.

↳ for infra

- we wanted to make sig. because need is sig.