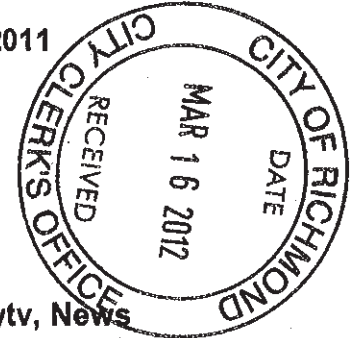




March 15, 2011



To Mister Mayor and Councillors of Richmond,

RE: RICHMOND NIGHT MARKET

We are pleased to advise you that we will be partnering with the Richmond Night Market 2012.

Richmond Night Market 2012 has arranged an intensive promotion campaign with our OMNI TV, Citytv, News 1130, Sonic FM, and Jack FM properties to stress that Richmond Night Market 2012 is an inclusive community event.

A strong portion of the promotion efforts revolves around encouraging visitors to take Canada Line as their main mode of transportation to the event.

Having worked with Mr. Raymond Cheung and his team in the past we anticipate a very successful event that benefits not only the Asian Community in the City of Richmond but also the entire Greater Vancouver community – mainstream and ethnic.

It should be noted, the ethnic communities will be reached in their own languages of Cantonese, Mandarin, and Punjabi via OMNI TV. All our other properties (Citytv, News 1130, Sonic FM, and Jack FM) will promote the event in English.

Please do not hesitate to contact me for any further input. Thank you.

Sincerely,

Vince Sara

Vince Sara
Rogers Media



Vince Sara

Direct: 604. 872.6302 ; Mobile: 604.760.6859 ; vince.sara@rci.rogers.com

Schedule 10 to the Minutes of
the Council Meeting for
Public Hearing held on
Monday, March 19, 2012.

To Public Hearing
Date: <u>March 19, 2012</u>
Item # <u>8</u>
Re: <u>11-595782</u>