

Finnerty, Chrisanne

From: Adam Miller <amiller@Rubenstein.com>
Sent: August-23-16 6:50 PM
To: Finnerty, Chrisanne
Subject: FW: Newmarket Riverwalk Commons lighting request

Hi Chrisanne,
See below. I wanted to see if you might be interested in lighting up the Newmarket Riverwalk Commons during the week of Sept. 5 in support of the Stand Up To Cancer Canada telecast.
Thanks,
Adam

From: Customer Service - Reception [customerservice@newmarket.ca]
Sent: Monday, August 22, 2016 2:09 PM
To: Adam Miller
Subject: FW: Newmarket Riverwalk Commons lighting request

Good Afternoon Adam

I wanted to follow up with you, I heard back from the Parks Department regarding the request to light up River Walk Commons on September 9th. They have advised that the request would need to go to Council. You can email Chrisanne Finnerty at cfinnerty@newmarket.ca to request a proclamation to have River Walk lite up on September 9th,

All the best,

Kim Turnbull
Customer Service Associate
Town of Newmarket
905-953-5300 press 2 ext.2256

From: Customer Service - Reception
Sent: August-12-16 9:34 AM
To: Adam Miller
Subject: RE: Newmarket Riverwalk Commons lighting request

Good Afternoon Adam

Thank you for your email and request to have Newmarket's River Walk Commons lite up on September 9th, 2016. I have forwarded the request to the Parks and Property Department for their consideration and response.

I will follow up with you once I have an update from the department.

Regards,

Kim Turnbull
Customer Service Associate
Town of Newmarket
905-953-5300 press 2 ext. 2256

From: Adam Miller [<mailto:amiller@Rubenstein.com>]
Sent: August-11-16 11:13 AM
To: Customer Service - Reception
Subject: Newmarket Riverwalk Commons lighting request

My name is Adam Miller and I do PR for [Stand Up To Cancer](#) (SU2C), which will broadcast its fifth roadblock telecast to raise funds and awareness for cancer research on Friday, September 9th. As part of this effort, we are looking for buildings across Canada and the U.S. to light up the week leading (week of September 5th) up to the telecast and/or the night of our biennial telecast (Friday, September 9th). We would love to ask for your support in lighting up the Newmarket Riverwalk Commons in honor of Stand Up To Cancer. There are a number of colors SU2C is aligned with and we can work with you to determine the best color.

Major networks are back to support SU2C, broadcasting the live, one-hour, commercial-free fundraising telecast, which features performances and appearances from top recording artists and celebrities as well as powerful stories of remarkable progress being made by SU2C-funded research.

In 2014, the commercial-free telecast raised more than \$109 million. Since its founding in 2008, more than \$370 million has been pledged to support Stand Up To Cancer's innovative cancer research. Stand Up To Cancer has funded more than 1100 researchers across 131 institutions and has initiated, launched or completed over 160 clinical trials benefitting more than 8,000 patients. Here is a link to the 2014 telecast, in case you didn't get a chance to watch: http://www.standup2cancer.org/the_show. We would be so grateful for any support Newmarket Riverwalk Commons is able to provide to help us keep this momentum going and make this year's telecast an even bigger (and brighter) event!

Please let me know if you are interested in participating or have any questions!

Thanks,
Adam Miller
Rubenstein Communications
212-843-8032