

Nidhi Kalra | Copywriter

Loyalty Email Campaigns

Points redeemed:

\$XXXX

Dollars saved being a PC Optimum™ member

\$XXXX

my
POINTS
story

2022

Your My Points Story 2022 is dropping soon!

Last year, you earned

<XXX,XXX>

PC Optimum™ points when you shopped at our stores for the things you loved.

To find out how your My Points Story 2022 shaped up this year,

That's nearly enough to get you

<XXX>
<product name>

Cracked a points hack on your own? Impressive!

Across Canada, PC Optimum™ members collectively earned

<990 Billion points>

That's like **<\$990 million dollars>** towards groceries and more. Phew, that's almost too many points to picture!

pts pts pts pts pts pts

You earned

<XXXXXXX>
points on
<Date>.

That was the biggest earning day for you and

<XXXXXXX>
other PC Optimum™ members!

This is our idea of a perfect date!

You redeemed a total of


<XXXXXXX>
points on
<Date>

You share your top redemption day with

<XXXXXXX>


NICE WORK!

Your points-savvy shopping this year has earned you the title of:


GROCERY GURU

This is bragworthy! Time to screengrab it and share!

YOUR EXCLUSIVE HOT TIP



Don't forget to load your weekly offers

Make sure to load your personalized offers every week to maximize your points earning potential. Remember, loading is as easy as opening the app.

Load offers

my
POINTS
story

2022

Think fast: How many PC Optimum™ points did you earn in 2022?

In 2022...

Canadians' top earning date was:

October 16

5 billion points were earned that day!

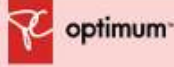
my
POINTS
story

2022

Time to Spill your **#MyPointsStory2022** Secrets



Loyalty Email Campaigns




Register in 2 minutes.
Get to free 3x faster.***

Download the app to get started.

Download on the App Store | GET IT ON Google Play


Hey <Name>,
Want to maximize your points earning potential? It's simple.

All you have to do is register within the PC Optimum™ app – it only takes 2 minutes and ta-da! You're all set to experience the full range of program benefits. Here are a few of them:



New personalized offers every week

Plus, receive bonus offers during events that let you earn lots of points! Make sure to open the app to load offers every week, and earn points 3x faster.* Remember, loading offers is as easy as opening the app.




Plan your shopping and never leave a point behind

Whether it's the upcoming bonus point events or deals from local flyers - the PC Optimum™ app can help you plan and budget your weekly shopping while boosting your points balance significantly.

Registering is easy!

All it takes is 2 minutes** – simply download the app and get started. After all, it's the fastest way to get to free.

Download on the App Store | GET IT ON Google Play



Hey <Name>,
Your current points balance is <00,000>*.
You can redeem \$<000>*.

You can still make up for lost points

And own the desert table like a boss

Get 5,000* when you buy 4 PC® Doritos®. Offer valid until <date>.

Get 2,000* when you buy PC® Candy White Chocolatey Fudge Cakes Ice Cream. Offer valid until <date>.

PC® Inspiring Bar Cheesecake. Offer coming on <date>.


Load my offers

You can still get that Thursday offer - that's an additional 2,000 points! Expires <date>.

3 fun ways with our new trio!

Crispy, golden and finally here: our first ever shrimp appetizer collection.

Read the article



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Read the article

Get the full PC® Insider's Report™ Winter edition.


The freshest PC® products, recipes, and ideas you need to make this the summer you've been waiting for.

Be Inspired



Buy 2 PC® real peppers and Get 3,500*.

Shop now




Get 5,500* Earn while restocking your favourite basics when you sign.

Shop now

Get the full PC® Insider's Report™ Winter edition.


The freshest PC® products, recipes, and ideas you need to make this the summer you've been waiting for.

Be Inspired




Buy 2 PC® real peppers and Get 3,500*.

Shop now



Get 5,500* Earn while restocking your favourite basics when you sign.

Shop now



Hey <Name>,
Your current points balance is <00,000>*.
You can redeem \$<000>*.

Load, Shop, Scan, Earn.

Hey <Name>, enjoy your personalized offers.

Load my offers

Holiday offers are here!

A Caribbean classic to add to your must-haves

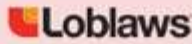
Get 4,000* when you buy when you buy PC® Jerk Chicken™. Offer valid <date>.

Coming soon PC® Pepperpot Casing Sauce. Starts Saturday, <date>.

Coming soon PC® Banana Style Soft Pretzels. Starts Saturday, <date>.

Keep checking your app for new offers coming every Thursday, Saturday and Sunday.

Your exclusive offers



25,000* For every \$250 spent on almost everything in the store.



20x the points

When you spent \$75 or more on almost anything in the store.

JOE FRESH

10,000*

When you spent \$30 or more in-store or online on Joe Fresh Apparel.

Load my offers

Don't miss out on the season's most festive offers

Download the PC Optimum™ app.

Download on the App Store | GET IT ON Google Play

Get access to holiday offers, recipes and more, including our PC® Holiday Insider's Report.



Still have questions about the PC Optimum™ program? Find answers in our FAQs. Privacy Policy Terms & Conditions | © 2022 Loblaws Inc. All rights reserved.

Nidhi Kalra | Copywriter

Donor Email Campaign

Spring E-mail 3

Subject line: Support your community by helping us reach our goal

Preview copy: Read to know more about the matching grant



Dear <First Name>,

In my last email, I promised to share more details about the Nesbitt-Lawlor Family Matching Grant because I wanted you to be the first to know about it.

This grant has been made possible because of our very generous donors, Richard Nesbitt and Lucy Lawlor, who have been supporting the Y for several years. Just like you, they have a strong sense of community. And just like you, they want to keep our communities healthy, safe and connected in these times.

That's why they have committed to match every dollar you give, up to \$100,000.

Every dollar we receive by May 31st will go towards the COVID-19 Response Fund that's helping us offer essential services and programs to those who need it the most in this time of crisis.

The Emergency Child Care services for essential workers gives parents a safe place to leave their children while they work hard for our communities. And we continue to provide emergency shelter and support for youth experiencing homelessness as well as providing employment services online to help people who are looking for work.

We are engaging with older adults, who are so vulnerable during this time, through phone calls and a brand new online community, The Bright Spot, where they can enjoy everything from fitness classes to virtual meet-ups.

When you give to us, you're making sure we continue to make these programs available to everyone in need.

Spring E-mail 2

Subject line: Help us be there for those who need us the most

Preview copy: We are conducting our activities online



Physical distancing shouldn't mean social isolation

Dear Member/Donor,

You know that the COVID-19 crisis has changed all our lives. It has challenged what we once took for granted as a community. But physical distancing shouldn't mean social isolation.

Together we can ensure our communities, including the most vulnerable of us all, stay connected.

Thanks to our donors, our members can have access to all activities, without having to leave their homes.

We have been organizing Parent/Child Circle & Storytime sessions for young children and their families, daily live yoga/workout sessions on Facebook for fitness enthusiasts, and live chats or phone/video coffee chats to catch up with fellow members or chat about any topic of interest for those feeling socially distanced.

Spring E-mail 1

Subject line: Together, we'll get through this

Preview copy: This is how we are keeping our communities strong



Helping communities thrive is at the core of everything we do

Dear Donor/Member,

I hope you and your families continue to be safe and well. As the COVID-19 pandemic continues to evolve at an alarming rate, nothing is more important to us than the physical, mental and emotional health and safety of our communities.

Helping communities thrive has been at the core of everything we do. With the pandemic, we continue to mobilize and execute several programmes under the Covid Response Fund, that is meant to help navigate the complex challenges they face.

In the past, you have supported vulnerable communities by funding YMCA services and programs. We hope you will continue to help them in this time of crisis too.

More Emails

PIZZA NOVA[®]

Est. 1963

BE THE FIRST
TO GO BACK
FOR SECONDS

◆◆◆

IT'S AUTHENTIC. IT'S APPETIZING.
AND NOW IT'S IN SELECT LOCATIONS.

Prepared with quality ingredients and hand-tossed
in our kitchens, our dough is made only with the finest wheat
from the Canadian Prairies.

PIZZA NOVA®

Est. 1963

MORE LOVE IS COMING YOUR WAY



NEW!

VEGAN
GMO FREE
NO ARTIFICIAL
FLAVOURS

◆ ◆ ◆
INTRODUCING PLANTOLLINI
PLANT-BASED CHICK'N BITES

Prepared with quality ingredients and hand-tossed in our kitchens,
our dough is made only with the finest wheat from the Canadian Prairies.

LONDON | AREA CODE

1-877-439-0000 | +1-310-333-00


PIZZA NOVA®

Est. 1963


ORDER ONLINE OR ON THE APP

@PIZZANOVA

Legal fine: *Arancini available at select Pizza Nova locations. Taxes and delivery extra. Offers subject to change without notice. Adults and youth (ages 13 and older) need to be accompanied by a parent or guardian.



[ORIGINAL](#)
[VERTUO](#)
[SUBSCRIPTION](#)
[LOG IN](#)



A MERRY REMINDER TO USE YOUR CREDIT





Don't forget to use your **Nespresso** credit
before **December 30, 2021** before it expires.


If an elevated coffee experience has been on your mind,
now's the time to try our festive collection. From coffees that
encapsulate the taste of the forest, to accessories inspired by
its beauty, there's something for everyone.

REDEEM YOUR CREDIT


OR CALL THE **NESPRESSO**
CLUB AT 1 855-325-5781

Share your **#Nespressomoments**










For orders above \$99




Visit a Boutique



Pick-up your order in
boutique



Recycle your used
capsules



1-855-325-5781
for any advice

Social Media Campaign

The PC® Coffee Zodiac

Capricorn
Balanced with hints of spice and a touch of acidity

Aquarius
Fresh-tasting with notes of dried fruit, brown sugar and cocoa

Pisces
Balanced with hints of stone fruit and honey

Aries
Balanced with notes of citrus

Taurus
Floral notes with hints of blueberry and caramel

Gemini
All the flavour, half the caffeine

Cancer
Intense flavour with hints of spice and dark chocolate

Leo
Smooth and mellow with nutty caramel notes

Virgo
Full bodied, with rich dark cocoa flavour

Libra
Smooth and balanced

Scorpio
Notes of mocha and none of the caffeine

Sagittarius
Bright with hints of dried fruits and chocolate

Hey Canadians, how do you like your coffee?

How many cups of coffee do you drink in a day?

0-1
2+
3+
4+
5+

What do you usually add to your coffee?

Oat milk
Sugar
Cream
I like it black

Which mug would you reach for?

Black Stainless Steel Mug
Nespresso Style Mug
Glass Double Wall Paper Mug
Copper Stainless Steel Mug

Pick your favourite coffee machine:

2-in-1 Coffee Maker
French Press Coffee Maker
Precision Burr Grinder
Cardless Milk Frother

Which do you prefer: coffee beans, instant coffee, or ground coffee?

Coffee Beans
Instant Coffee
Ground Coffee

Whether you love bold flavours or lighter brews, there's a PC® Coffee for every taste.

Try PC® Coffee today—if it's not love at first sip, we'll give you your money back!
*With Proof of Purchase

Question goes here
Question goes here
Question goes here

A banana

Our Perfect Pairing:
The acidity in tropical fruits accentuate this coffee's distinctive fruity and floral notes.

Question goes here
Question goes here
Question goes here

Pastries with cheese spreads

Our Perfect Pairing:
The slightly sweet taste of pastries perfectly complements the sweet and savoury notes of stone fruit and honey in this coffee resulting in a well-rounded flavor pairing.

Question goes here
Question goes here
Question goes here

Blueberry pancakes


Our Perfect Pairing:
This rich, intense and creamy coffee makes the perfect contrast and balance with a sweet breakfast like pancakes, waffles and so much more.


Question goes here
Question goes here
Question goes here

Spanish omelette

Our Perfect Pairing:
A full-bodied coffee with a heady aroma and rich, dark cocoa flavour cries out for a savoury dish that's just as rich and bold.

Social Posts





sobeys

Follow

Is it cheesy to gift your cheese-loving friend a cheese box? We think NOT! 🧀


Save the list 📋:

- Panache Artisan Crisps
- Buon Appetito tray (assortment of 5 imported Italian salamis - Prosciutto, Toscano, Cacciatore, Mild and Hot Genoa Salami)
- Panache Antipasto Misto
- Panache British Isles Cheeses (Irish, Scottish and English Cheddar)
- Panache Red Leicester
- Fresh Figs


All available in our Deli Department.

What's your favourite kind of cheese? 🧀


November 14, 2023




52




3




3





3



⋮








sobeys

Follow


Game Day Taco Bites

These taco bites 🧀 are the ultimate game-day appetizer, perfect to bring to Super Bowl Sunday 🏈 or any other gathering. Whip up several batches because you can bet everyone will be coming back for thirds 🍴 #gamedayappetizers #superbowlfood #gamedayfood #tacobites


February 7, 2024




60




4




4





4



⋮







sobeys

Follow


The only hosting hack you need this holiday season to save you from endless prep - ready for your holiday meals.

From apps to desserts, we've got a spread that'll wow your guests and help you make the most of this festive season! ✨🎄

What's your hosting hack for the holidays?

#HolidayHostingAtHome #HostingForTheHolidays #HolidayPartyPrep

December 17, 2023




71




3




4




4



⋮





Social Media Organic

**Technion Canada**
Dec 7, 2020 · ⚙️


A slaughter-free, environment-friendly way to consume meat while cultivating a healthier future is now possible, thanks to Aleph Farms. This huge step towards ensuring sustainability has been made possible by co-founders The Kitchen Hub, a food-tech incubator, and the Technion's very own Professor Shulamit Levenberg.

This is just another example of how Technion's best minds drive innovation to shape a clean and thriving planet. Read more: <https://bit.ly/33hp7WE>









**Technion Canada**
Feb 5, 2021 · ⚙️


This electronic cowboy is a farmer's new best friend - Israeli startup BeeFree Agro is developing "Joe," an autonomous drone system the company says is the world's first "click and herd" solution. BeeFree Agro's main focus is on using drones to help herd cattle, and the company has also received interest from camel ranchers in Dubai! BeeFree Co-founder and Chief Operating Officer Dvir Cohen is a [#Technion](#) alumnus.



israel21c.org


Meet Joe, the drone that herds cattle (or camels)

 39  1  5   

**Technion Canada**
Feb 10, 2021 · ⚙️





A study by three Technion researchers has revealed that simply spending time in nature isn't enough: to be happy, we need to get really close to it, to touch it and smell it. And surprise: there's no need to turn off your phone


Nature is good for us and now there's scientific proof! Baking got us through the first lockdown, but carbs failed to lift the spirits of even the most optimistic during the second. No wonder then so many of us became plant parents. Nature heals — and now there's evidence to prove that gardening is more than a hobby. Thanks to [#Technion](#) researchers, Professor Assaf Shwartz and Dr. Agathe Colléony we can see that experiencing nature through all the senses has a positive effect on our thoughts and health. Learn more about the research below!

 About this website


technioncanada.org

To Touch and to Smell – a Nature Experience that Creates Happiness - Technion Canada

 6   







**Technion Canada**
Feb 6, 2021 · ⚙️

Perfecting the art of emergency response - Urban Aeronautics Ltd. has signed an agreement with US-based emergency air response service [Hatzolah Air](#) to develop, produce, and market four of its CityHawk aircraft for emergency medical service (EMS) applications. The CityHawk is a lightweight twin-engine aircraft uniquely designed for urban transportation or emergency response. It can hold a pilot, a patient, another companion, two EMT personnel, and life support equipment. Urban Aeronautics founder and CEO Rafi Yoeli is a [#Technion](#) alumnus.



nocamels.com

Urban Aeronautics To Provide 4 Flying Ambulances To Hatzolah Air

 19  1  3   

InStore & Digital





360Health
PHARMACY & WELLNESS



Book your flu shot today

Talk to your pharmacist about other services that are conveniently available to you.

- UTI assessment and treatment
- Contraception services
- Shingles immunizations

Sign up for 360Health

360healthpharmacy.ca



Holiday offers are coming next week. Load 'em up and earn even more points.

[CTA]
Load offer



100+ products go on offer next week. Load up and earn even more points.

[CTA]
Load offer



Whether you love bold flavours,





or prefer a lighter brew,





there's a PC® Coffee for every taste.




Shop now




We guarantee





that it will be love at first sip.





Or your money back.*



Shop now

InStore & Digital



N

SHOW YOUR
BUSINESS PARTNERS
THEY ARE SPECIAL

NESPRESSO[®]
PROFESSIONAL



N

GRATITUDE FOR YOUR
BUSINESS PARTNERS BEGINS
WITH EXCEPTIONAL
COFFEE MOMENTS

NESPRESSO[®]
PROFESSIONAL

Print

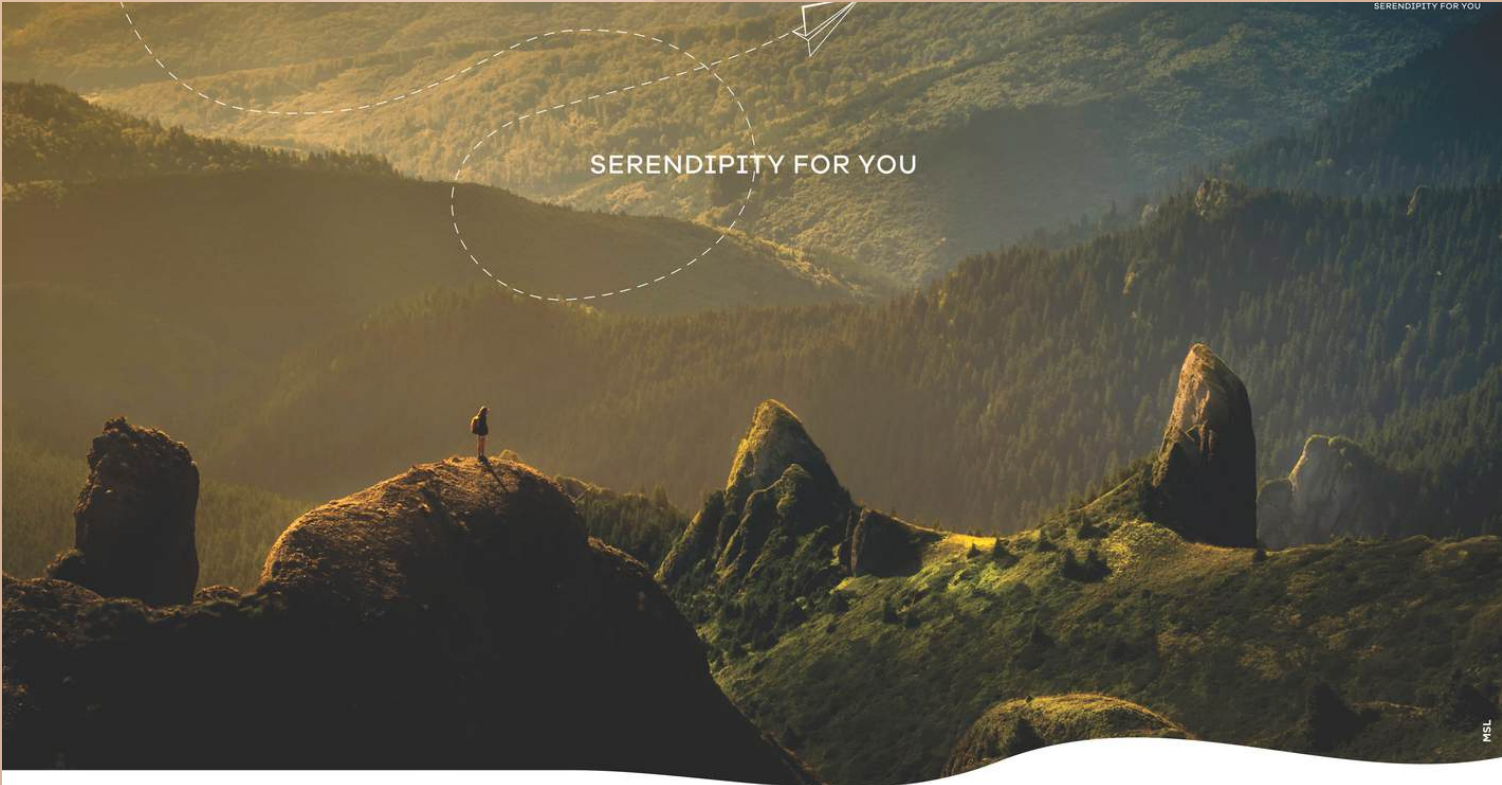
We know the difference between seeing and seeking

Not all those who travel, are travelers. Some are tourists, happy with a fixed itinerary. But those who set out on holidays as if they were adventures, looking forward to taking away more than just sights and sounds, their needs are different and we get that.

At T3, we customize holidays to the holidayers' taste. You get to have the last word on what to see, where to eat and where to live. There are no packages, only experiences that ensure you are having the best time of your life, at all times.

A silhouette of a group of people riding an elephant against a light, hazy background. A dashed line with a paper airplane icon at the end curves from the elephant towards the top right corner. The text is positioned on the left side of the image.

SERENDIPITY FOR YOU

A landscape photograph showing a person standing on a large rock in the foreground, looking out over a valley with rolling hills and mountains. A dashed line with a paper airplane icon at the end curves from the top right towards the center of the image. The text "SERENDIPITY FOR YOU" is centered in the upper part of the image.

They say encounters maketh the man. But this mundane and hurried life ceases every opportunity of making new discoveries from us. Is there then a chance for life to take us by surprise?

With T3, there is.

We help in creating holiday experiences that give ample opportunities to discover this wonder called life. So while we plan the itinerary, book hotels and arrange for flights, you can prepare to walk the untrodden path, catch a glimpse of the blazing sun setting behind snow-clad mountains or simply stand by the sea and stare into its vastness.

Bespoke Travel | Corporate Getaways | Personal Adventures | Guided Tours

810 Iscon Elegance, S G Highway, Ahmedabad, 380007, Gujarat
M +91 079 1234567 | W www.t3trips.com

Longform

SHAPING THE FUTURE of Mobility

AVIN Ontario

WHY ONTARIO

Ontario is poised to lead global automotive and smart mobility transformation

Leader in Automotive and Smart Mobility Transformation

For 100 years, Ontario has been a leader in the auto manufacturing and supply sector. With over 700 parts manufacturers and 500 tool, die and mold makers calling Ontario home, it is North America's second-largest vehicle assembler and the only subnational jurisdiction housing global 5 Original Equipment Manufacturers (OEM).

As a seasoned jurisdiction with a clear competitive advantage, Ontario is looked upon as a leader and driver behind the automotive and smart mobility sector's momentum. The province is focused on commercializing advanced automotive & smart mobility solutions, and catalyzing the innovation activities around their development which includes R&D, testing, prototyping, etc.

Convergence of Automotive and ICT Expertise

Ontario's well-established automotive infrastructure, coupled with the second largest information and communications technology (ICT) cluster in North America makes it an excellent location for the development of the connected, autonomous and electric vehicles of tomorrow. The province provides access to a vibrant network of post-secondary institutions, world-class talent, R&D centres, innovation hubs and advanced automotive testing facilities instrumental in driving the development of automotive and mobility technology in Ontario.

An Ecosystem Ripe for Transformation

For growth-oriented companies, there is no better place to be than Ontario because here is where innovation thrives. Highly skilled talent is valued and trained, and research & development is at the core of innovation. Spearheading Ontario's effort to help companies accelerate growth and commercialize emerging technologies in Ontario Vehicle Innovation Network (OVIN). By harnessing Ontario's regional strengths, OVIN is powering visionary technologies that will make our roads safer, communities faster and travel cleaner. By harnessing Ontario's regional strengths, OVIN is powering visionary technologies that will make our roads safer, communities faster and travel more efficient.

OVER 700 parts manufacturers

OVER 500 die makers calling Ontario home

SECOND LARGEST automotive assemblers in North America

The only subnational jurisdiction housing the **WORLD'S TOP FIVE** Original Equipment Manufacturers (OEM)

"As a result of AVIN, Ontario is now a global leader in driving the future of automotive and mobility through the development of a model that leverages Ontario's regional strengths and assets to support the commercialization of new technologies that will drive economic and social benefits in the province."

Grant Courville
VP, Products and Strategy, BlackBerry QNX

4 | SHAPING THE FUTURE OF MOBILITY

AVIN Ontario

"As a result of AVIN, Ontario is now a global leader in driving the future of automotive and mobility through the development of a model that leverages Ontario's regional strengths and assets to support the commercialization of new technologies that will drive economic and social benefits in the province."

Grant Courville
VP, Products and Strategy, BlackBerry QNX

AVIN Ontario

ABOUT OVIN

The Ontario Vehicle Innovation Network (OVIN)'s mission is to accelerate the development, commercialization, adoption and deployment of breakthrough innovations in mobility, automation, connected and electric technologies, leverage and retain Ontario's top talent, drive economic development and help Ontarians reap the societal benefits of these new technologies while protecting the environment.

The Ontario Vehicle Innovation Network (OVIN) is the government of Ontario's flagship initiative designed to reinforce Ontario's position as a leader in automotive and smart mobility transformation. OVIN provides advanced automotive and smart mobility companies a competitive advantage by giving them access to resources such as R&D funding, talent development, business and technical support and demonstration grounds. OVIN also brings together key leaders and drive thought leadership by acting as a bridge between technology and policy.

Main Objectives

- 1. Foster the commercialization of Ontario-made advanced automotive technologies and smart mobility solutions
- 2. Showcase Ontario as the leader in development, testing, prototyping and adoption of the latest transportation and infrastructure technologies
- 3. Drive innovation and collaboration among the growing network of stakeholders at the convergence of automotive and technology
- 4. Leverage and retain Ontario's highly skilled talent
- 5. Harness Ontario's regional strengths and capabilities, and support its clusters of automotive and technology

OVIN – A Key Component of Driving Prosperity Plan

OVIN is a fundamental part of Driving Prosperity, the Government of Ontario's automotive plan that strengthens and builds on province's leadership as an automotive and mobility jurisdiction, and positions Ontario to be a leader in the development, commercialization and adoption of advanced automotive

4 | SHAPING THE FUTURE OF MOBILITY

AVIN Ontario

and mobility technologies. The initiative ensures all stakeholders in the ecosystem have access to talent, funding and expertise needed to commercialize technologies and products while leveraging province-wide network to drive future mobility solutions.

The OVIN Central Hub

The OVIN Central Hub is the driving force and the push behind all of OVIN's programming, activities and strategies to raise education and awareness, connect and co-ordinate the ecosystem and identify opportunities. Led by a specialized team, the Central Hub is focused on sharing information, driving thought leadership, conducting research, building connections and raising awareness among industry, research institutions and other interested stakeholders.

OVIN STATS
(As of Nov 30, 2020)

1,365 Jobs created and/or retained	125.3 MILLION Ontario SME revenue growth projected
188.7 MILLION Ecosystem revenue generated	51 Commercialization partnerships initiated
1401 MILLION Co-investment secured	301 Major placements facilitated through OVIN's ecosystem
245 Universities and post-secondary research centres OVIN's engaged	

AVIN Ontario

OUR PROGRAMS

OVIN's programs support Small- and Medium-Sized Enterprises (SMEs) to develop, test and validate breakthrough technologies and connect them with industry partners to advance the commercialization of their technologies and products.

OVIN's four distinct funding programs support small- and medium-sized enterprises (SMEs) with development and demonstration of technologies and products in areas such as commercially ready technologies, heavy duty vehicles, transportation infrastructure, intelligent transportation systems (ITS), and transit supportive systems. SMEs must work with a partner with demonstrated market pull/demand.

OVIN R&D PARTNERSHIP FUND, STREAM 1

This program is ideal for companies that require a strategic partner and co-investment of up to \$100,000 for automotive and smart mobility technology projects.

OVIN R&D PARTNERSHIP FUND, STREAM 2

This program is ideal for companies that require a strategic partner and co-investment of up to \$1 million for automotive and smart mobility technology projects.

TALENT DEVELOPMENT

This program gives students and recent graduates an opportunity to build a career in automotive and mobility sectors. Students get a chance to work at companies, post-secondary institutions, apply their knowledge and skills to solve challenges and also receive on-the-job training in areas such as software and hardware development, artificial intelligence and data analysis.

WINTERTECH DEVELOPMENT

This program is designed to support projects related to the development, validation, testing, demonstration and prototyping of mobility technologies and services designed to meet the unique demands of winter weather conditions.

4 | SHAPING THE FUTURE OF MOBILITY

AVIN Ontario

ACCESSING ONTARIO'S ECOSYSTEM THROUGH OVIN

Through OVIN, multiple key players including the ones in the industry and academia, can harness Ontario's automotive and mobility strengths, expertise and opportunities that the province has to offer.

Supporting Ontario-Made Technologies

Regional Technology Development Sites

The regional technology development sites serve as a hub for industry stakeholders to support SMEs in development, testing, prototyping and validating of CAV technologies. Through the sites, companies can have access to specialized equipment, hardware, and software and business and technical know-how that assist in the commercialization of these technologies.

Currently, there are six regional development sites in Ontario wherein each focuses on a unique aspect of the automotive and smart mobility sector, such as hardware, security, data analytics and more. To learn more about these sites and who can participate, please visit our website.

REGION	AREA OF FOCUS	REGION	AREA OF FOCUS	REGION	AREA OF FOCUS
Durham	Human Machine Interface (HMI) and User Experience	Hamilton	Material and Integrated Mobility	Ottawa	Solution Everything (SD)
Toronto	Artificial Intelligence for Connected and Autonomous Vehicles	Waterloo	High-Definition 3-D LiDAR Mapping and Localization	Windsor Essex	Cross-Border Technologies and Connectivity

Showcasing Ontario-Made Technologies

Demonstration Zone

The Demonstration Zone, located in Stratford, is a site where Ontario-based companies can test, validate and demonstrate market-ready advanced automotive and smart mobility technologies and products to their potential customers. The site leverages Stratford's transport and connected infrastructure allowing SMEs to demonstrate their technologies in a controlled environment and in accordance with applicable laws and regulations.

4 | SHAPING THE FUTURE OF MOBILITY

AVIN Ontario

INNOVATIONS BEHIND THE WHEEL AND BEYOND

A look at how some of the world's most innovative companies are shaping the future of mobility by leveraging Ontario's strengths to develop game-changing technologies.

CLOUD DX

Cloud DX, a leading player in the digital healthcare industry has created a vital-signs tracking software in partnership with Faurecia, a global leader in automotive technology. OVIN has made the collaboration possible and enabled the development of a prototype and demonstration system to validate the product. In bringing the companies together, OVIN has created unparalleled advantages for both.

As an Ontario SME, Cloud DX gets access to a global commercial market by partnering with a major technology supplier to the global automotive industry. Faurecia gets to work with an innovative company at the forefront of high-quality medical-grade wearables and sensors for medical data in non-medical environments. Together, they are streamlining healthcare delivery by automating the gathering of accurate vital signs during patient transport by embedding Cloud DX remote monitoring technology into the vehicle.

eCAMION

eCAMION, an electrical vehicle charging company designs, builds and operates EV charging stations that are modular, require minimal installation and allow high charging speeds without impacting Ontario's electricity grid. Currently, eCAMION is working closely with OVIN to develop bus and autonomous vehicle charging technologies for fleets and transit systems. Working with OVIN on the R&D process, the company has developed an autonomous charging arm that uses robotic vision to locate the charging port on a vehicle or bus. eCAMION's charging technologies have the potential to transform our relationship with transportation and accelerate our adoption towards a zero emissions future.

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AVIN Ontario

ALMON EQUIPMENT

Almon is a leading Ontario company providing services and technologies that improve safety, sustainability and efficiency of transportation. In 2019, Almon partnered with The University of Waterloo, Mechanical Vehicles Systems Lab, X-Metric and Miller Maintenance to develop retrofit packages comprising of control systems and algorithms to enable autonomous operation and advanced driver-assist features. Working with OVIN has enabled Almon to attract top talent from leading Ontario universities, forge valuable partnerships with truck OEMs, universities, customers and suppliers that have led to the acceleration of the company's growth. It has also enabled the development of a working prototype, a simulation environment for testing new systems and intellectual property pathway for Canadian and US patents and a pathway for commercialization of the retrofit packages.

VISUAL DEFENCE

Visual Defence is a Canadian company, headquartered in Richmond, Ontario that helps organizations globally to use cameras to operate more efficiently. Thanks to OVIN, the company developed a product called Rover – an automated powerful detection tool that uses AI to identify road deficiencies. OVIN also provided funding that helped Visual Defence hire top talent and encourage collaboration with municipalities. So far, the company has explored this technology with over 40 governmental and private organizations. Today, Visual Defence is the only company that has ready and maps deployed to automate incident reporting for municipalities.

MORE SUCCESS STORIES

To watch more success stories of organizations within the OVIN ecosystem, visit here.

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AVIN Ontario

Longform

How to keep your wedding bells in tune with your budget

If you're thinking of getting married, you're probably looking for ways to save money on the costs associated with your wedding. What's exciting is knowing that you can earn PC Optimum™ points* when you use your PC Money™ Account or PC® Mastercard® and then redeem** them toward purchases surrounding your big day at participating stores.

Aug 4, 2022



12:43



I'm Karina Lemke, a wedding planner based in Toronto with more than a decade of experience planning weddings and I'm here to share 4 tips to cut down on wedding costs and still have the wedding of your dreams.



Have the money talk

As a couple, the first thing you should do is use planning your wedding as an opportunity to learn about each other's financial styles. Will you pool your resources or borrow from your family? Who's paying for food and who's paying for the venue? Will you have a large guest count or an intimate destination wedding? Have the money talk and be

Get started



Be realistic about wedding costs

Rising transport costs, to the city you live in, and everything in between can increase your wedding costs significantly, so do your research before setting your wedding budget. Ask friends who got hitched recently about any surprise costs or better yet, get in touch with a wedding planner.



They'll break down the cost of each item to help you put things into perspective. Another effective way to plan is to add up the cost of every item – venue, food, pre-wedding events, the DJ, cake, photographers – and then divide it by the number of people on your guest list. Once you have that figure, you might realize you're basically handing out \$1000 to every guest who attends, which then begs the question: is

Get started

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Get creative and be flexible

Consider choosing a nontraditional wedding to cut down on costs. You can opt for a Thursday wedding instead of a Saturday sit-down dinner. If that's not an option, choose a Sunday brunch wedding – you may save a lot of money! Additionally, divide your wish list into needs vs. wants, and once the must-haves have been nailed down, stick with them. Don't forget to use your PC Optimum™ points at participating stores to offset some of your wedding costs. For example, if you're planning on hosting a rehearsal dinner, try a DIY backyard event or rent out your condo's party room. Save by redeeming your points towards:

- Pre-made food items such as

Get started

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Remember to have fun

It's your wedding, after all. It's the moments you create with your partner and your loved ones that make your big day memorable, not the amount of money you spend. Trust me, you don't have to break the bank for your dream wedding. The financial stress just isn't worth it. Do what makes you both happy. Do what works for you, and within your budget. In fact, when it comes down to it, all you really need to get married is a marriage license, an officiant and wedding bands. In my experience, the cost for each will vary on the city or region you live. Typically, you can estimate an approximate cost of \$150 or so for a marriage license, \$300 for an officiant, and around \$1000 for simple wedding bands.

Get started



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