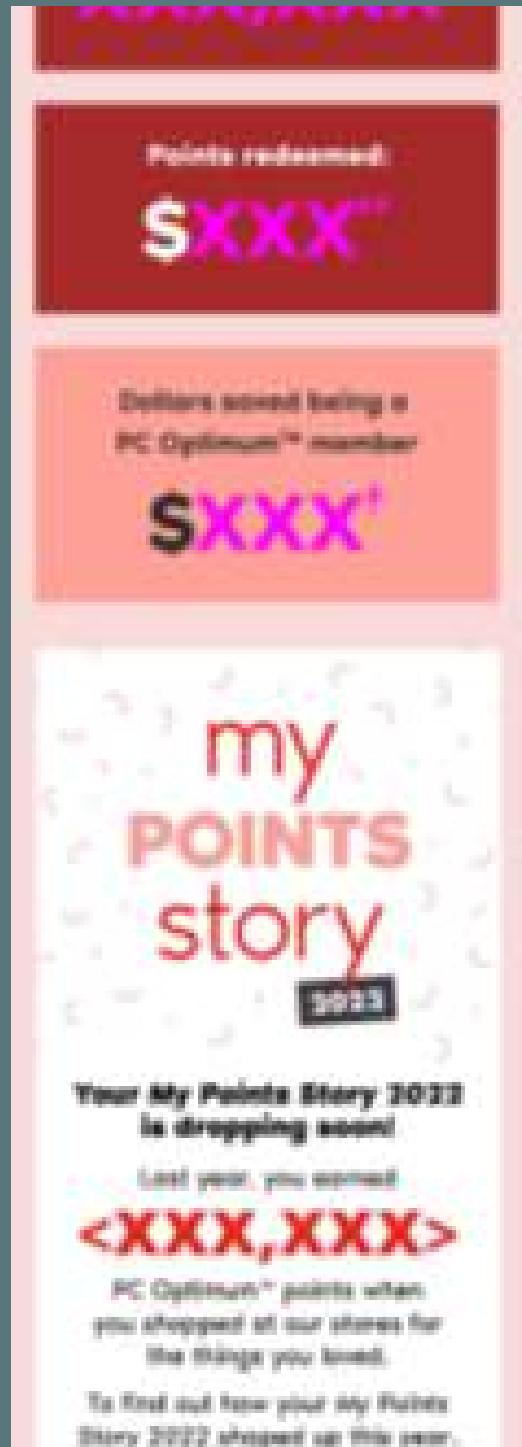


Loyalty Email Campaigns



Loyalty Email Campaigns



optimum™

Register in 2 minutes.**

Get to free 3x faster.†

Download the app to get started.

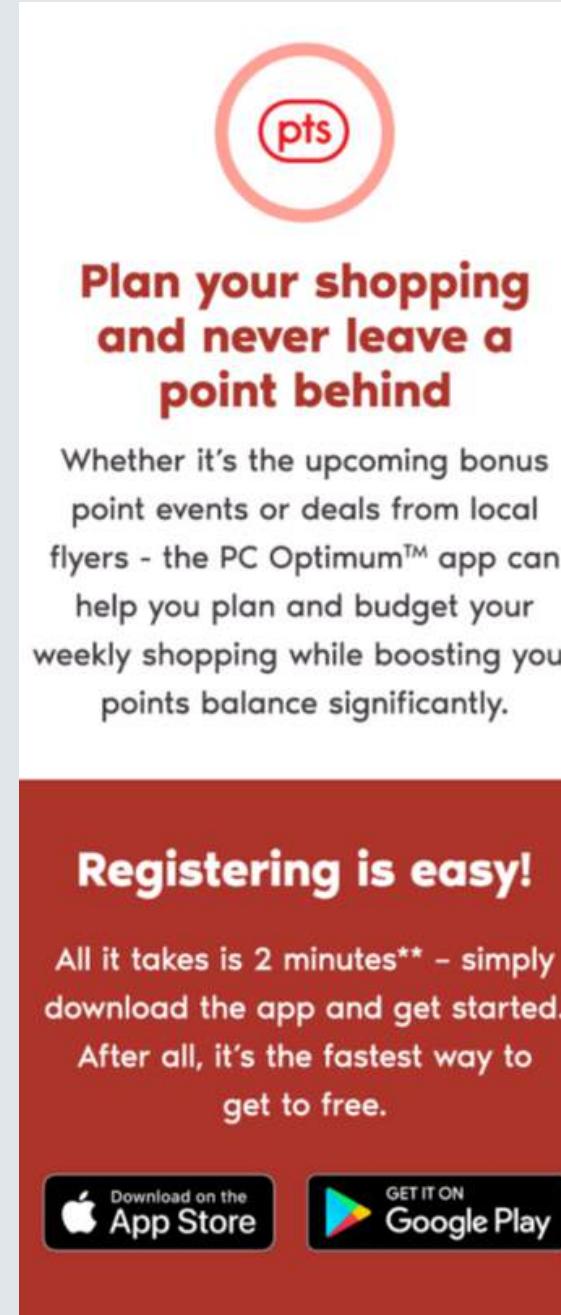
[Download on the App Store](#) [GET IT ON Google Play](#)

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.



pts

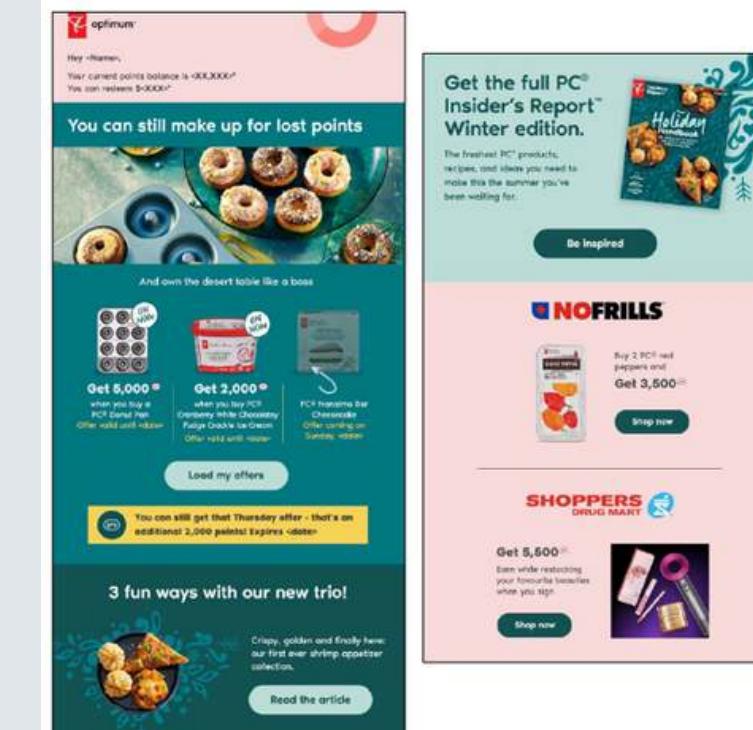
Plan your shopping and never leave a point behind

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](#)



optimum

You can still make up for lost points

And own the dessert table like a boss.

Get 5,000* when you buy PC® Peanut Butter & Honey Offer valid until 10/31.

Get 2,000* when you buy PC® Gummy White Chocolate Fudge Cookies & Ice Cream Offer valid until 10/31.

Get 5,500* when you buy PC® Honeycomb Bar Choco-nut Offer valid until 10/31.

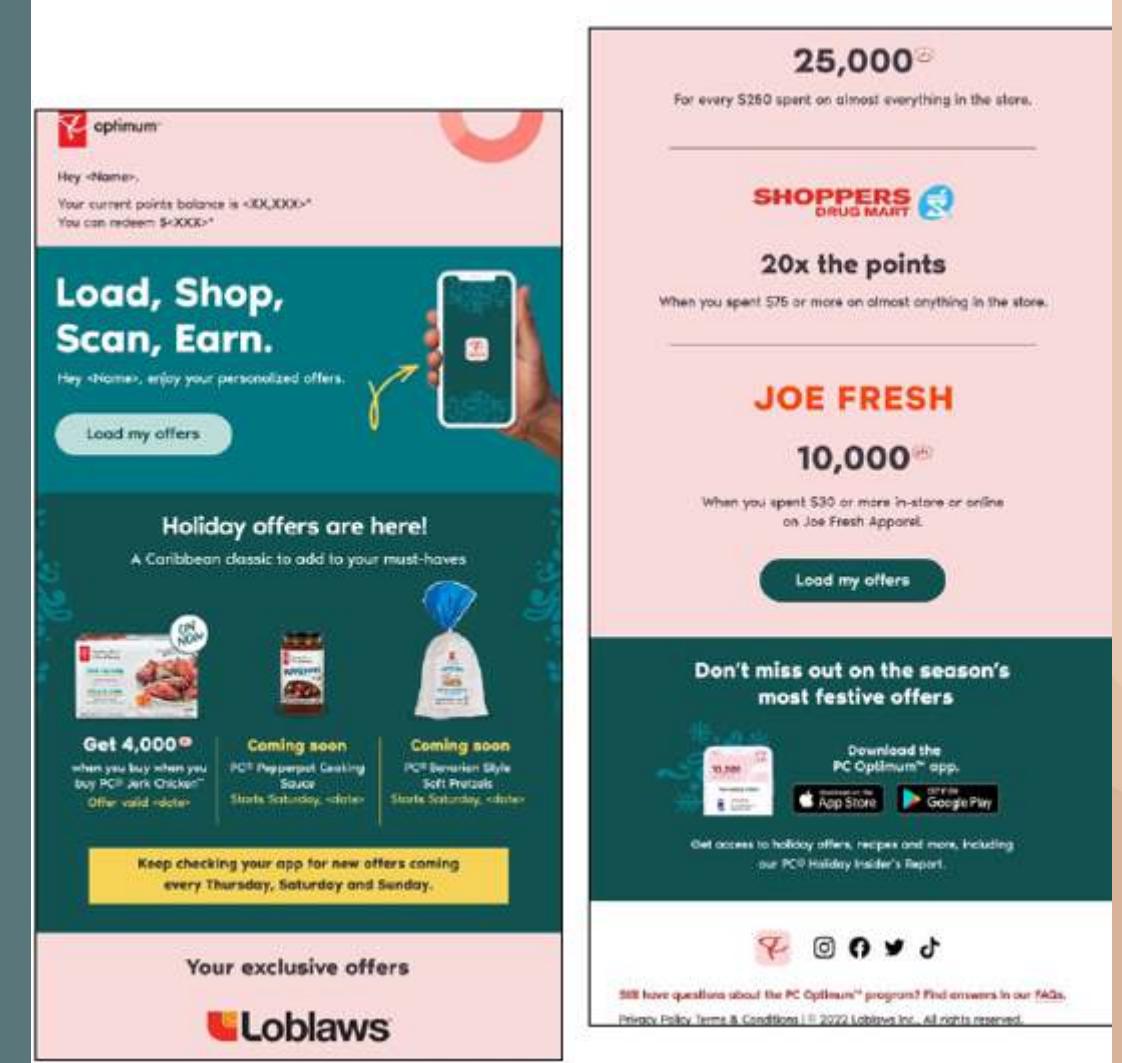
3 fun ways with our new trio!

NOFRILLS

Get 2,000* when you buy 2 PC® red peppers and 1 PC® red onion. Get 3,500*.

SHOPPERS DRUG MART

Get 5,500* when you buy 2 PC® red peppers and 1 PC® red onion. Get 3,500*.



25,000*

For every \$20 spent on almost everything in the store.

SHOPPERS DRUG MART

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, Shop, Scan, Earn.

Hey <Name>, enjoy your personalized offers.

Holiday offers are here!

A Caribbean classic to add to your must-haves.

Get 4,000* when you buy PC® Jerk Chicken! Offer valid until 10/31.

Coming soon PC® Pepperpot Cooking Sauce Starts Saturday, 10/16.

Coming soon PC® Hawaiian Style Soft Pretzels Starts Saturday, 10/16.

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

Your exclusive offers

Loblaws

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



DONATE NOW

YOUR GIFT WILL BE MATCHED 2X

Your gift will have double the impact

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



DONATE NOW

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



DONATE NOW

Helping communities thrive is at the core of everything we do

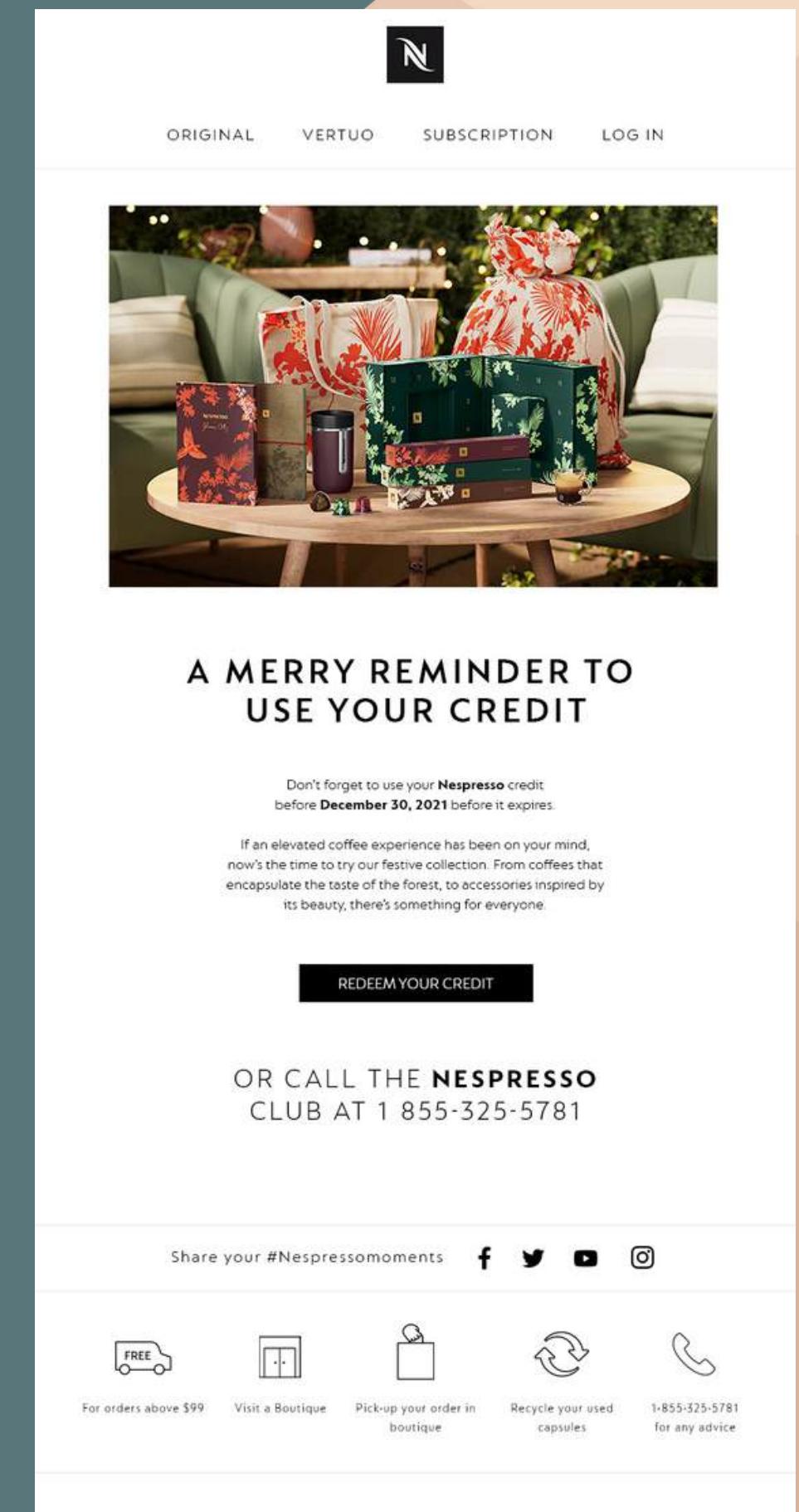
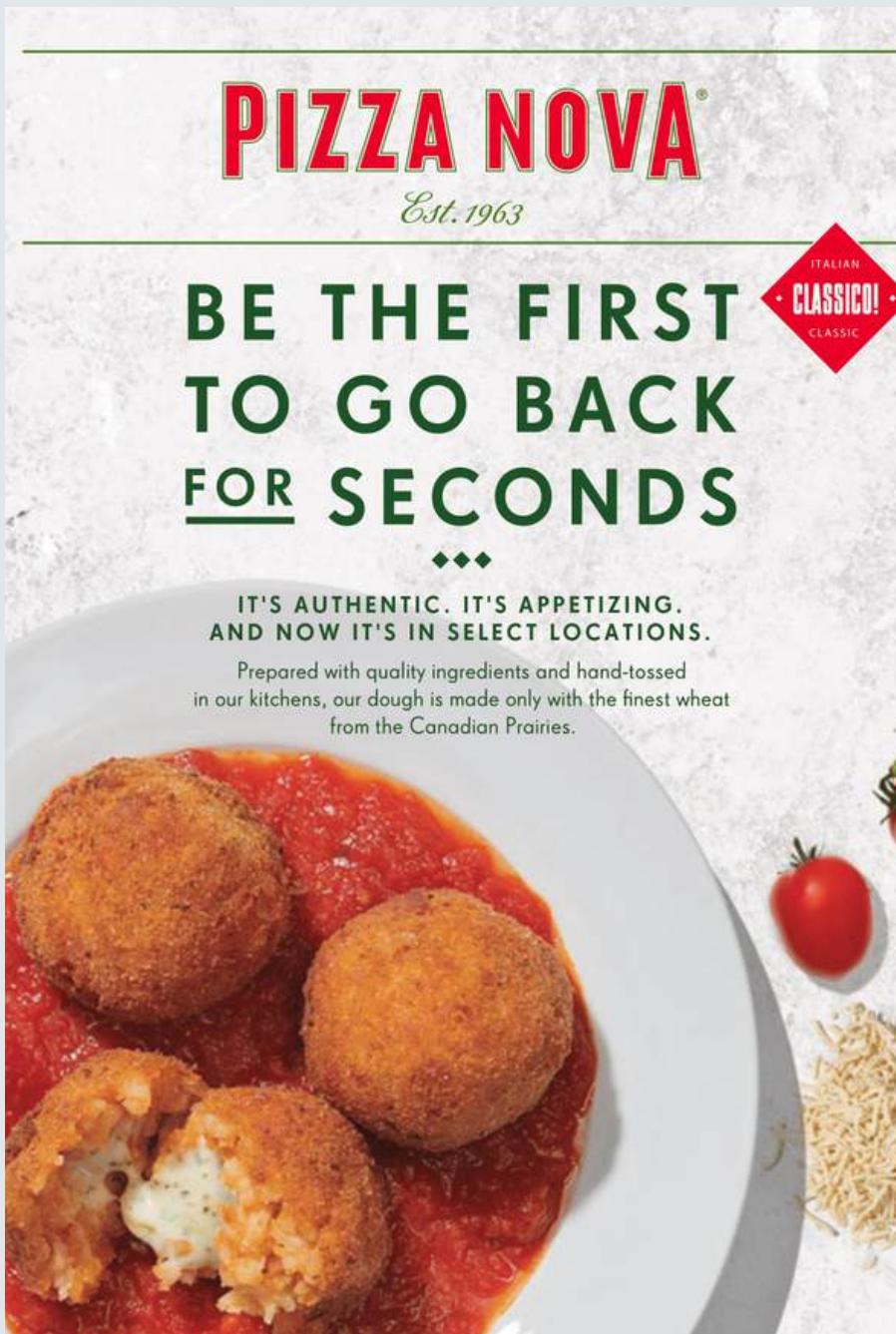
Dear Donor/Member,

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



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

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

Hey Canadians, how do you like your coffee?

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

0-1	Oat milk
2+	Sugar
3+	Cream
4+	I like it black
5+	Oat milk

What do you usually add to your coffee?

Black Stainless Steel Mug
Sugar
Cream
I like it black

Which mug would you reach for?

Black Stainless Steel Mug
White Speckle Mug
White Double Wall Taper Mug
Copper Stainless Steel Mug

Pick your favourite coffee machine:

2-in-1 Coffee Maker
French Press Coffee Maker
Precision Burr Grinder
Cardress 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 money back!*

*With Proof of Purchase

Question goes here
Question goes here
Question goes here

A banana



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

Pastries with cheese spreads



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

Blueberry pancakes



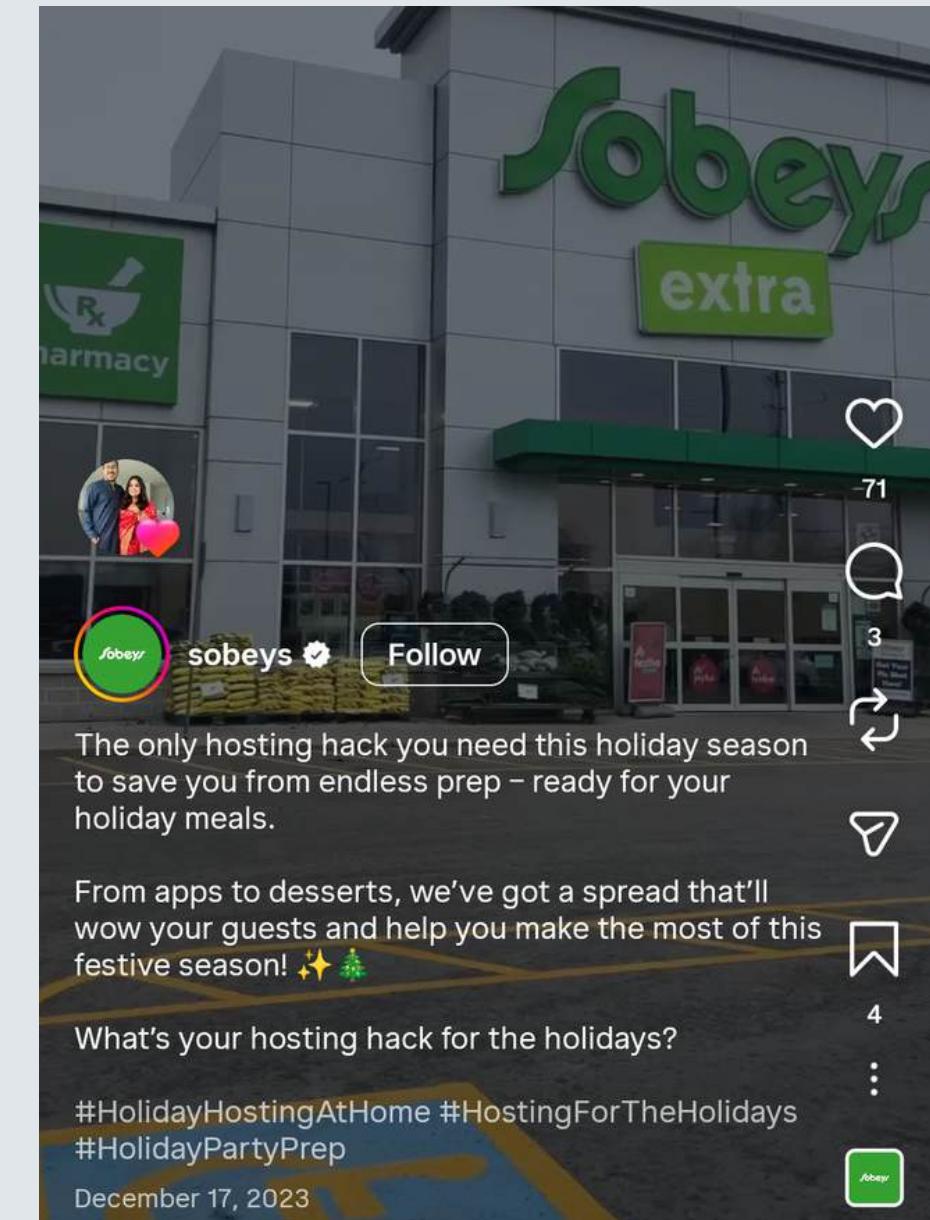
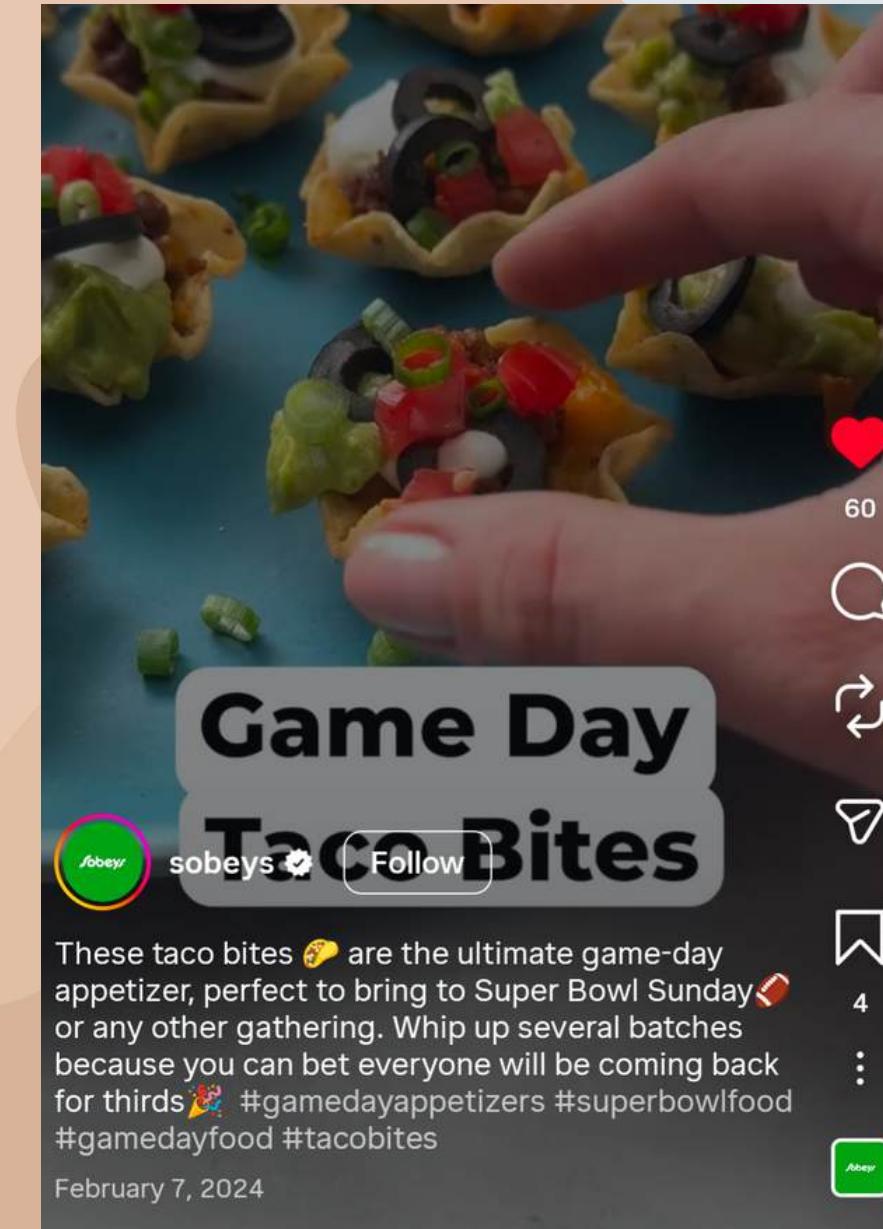
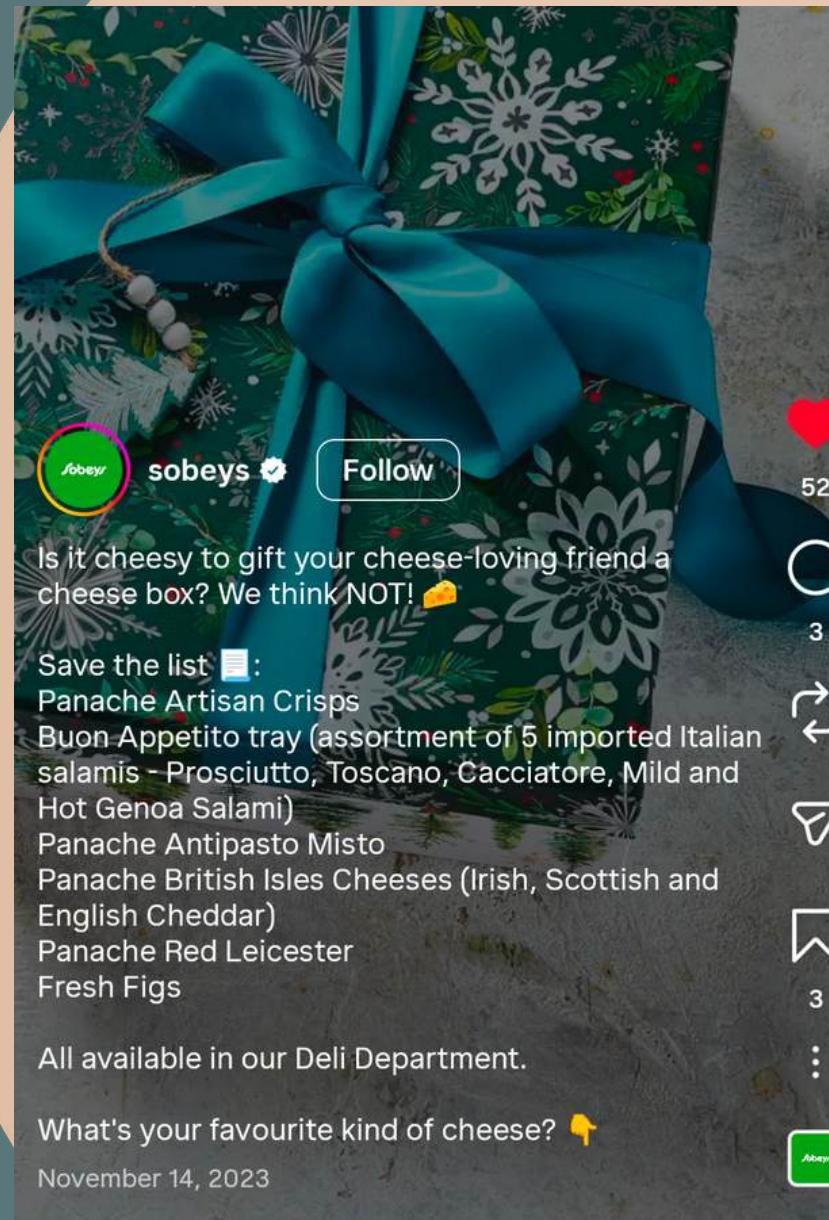
Our Perfect Pairing:
A full-bodied coffee with a heady aroma and rich, dark cocoa flavour cries out for a savoury dish that's just as rich and bold.

Question goes here
Question goes here
Question goes here

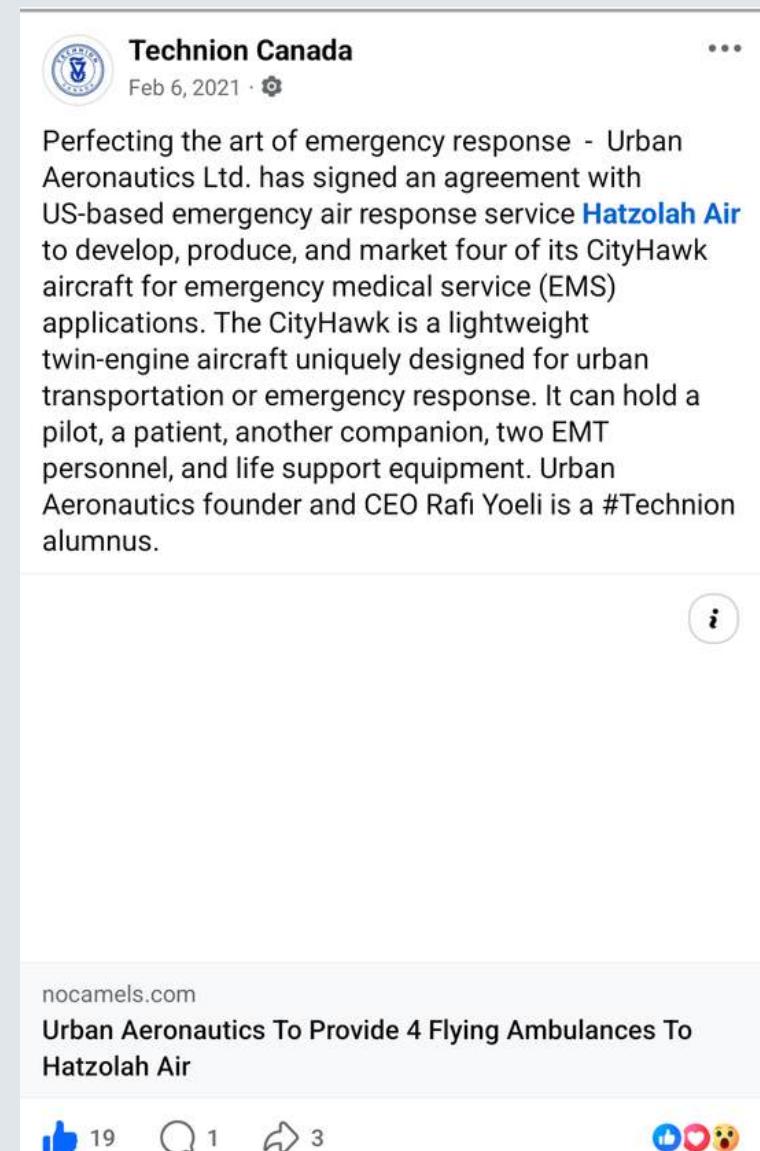
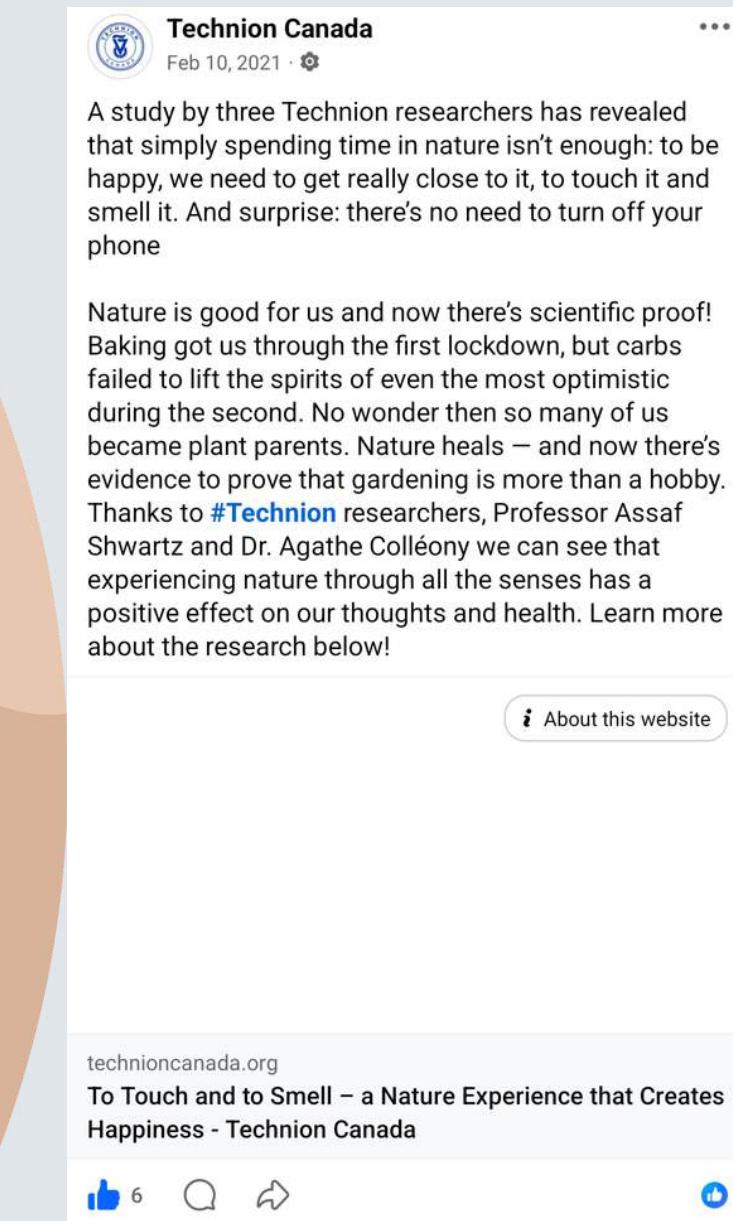
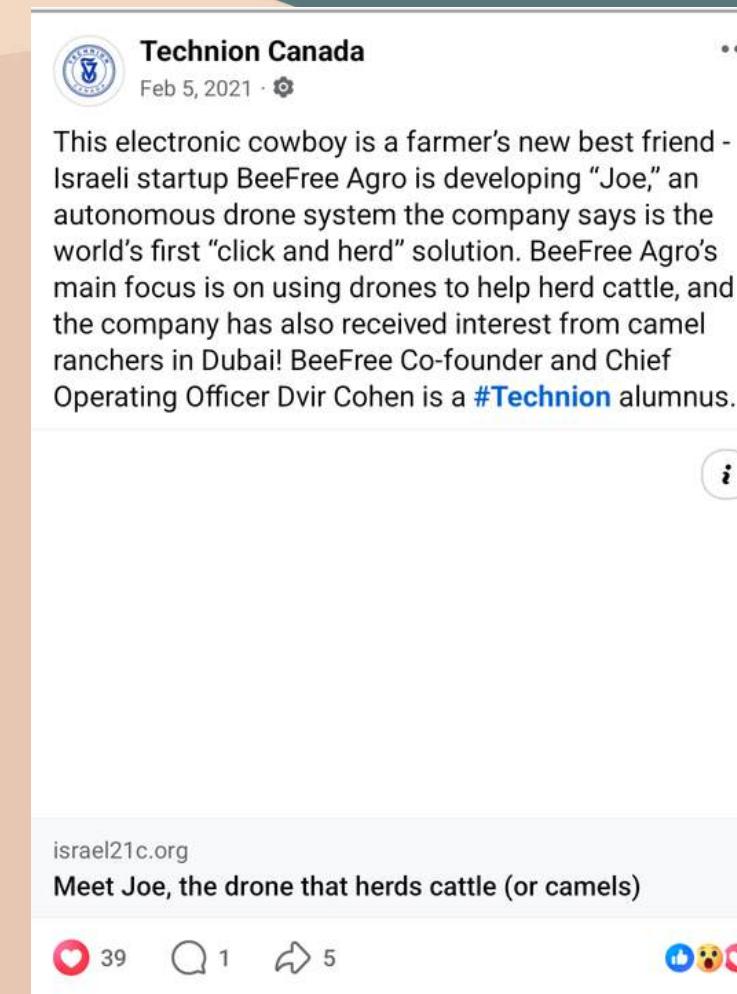
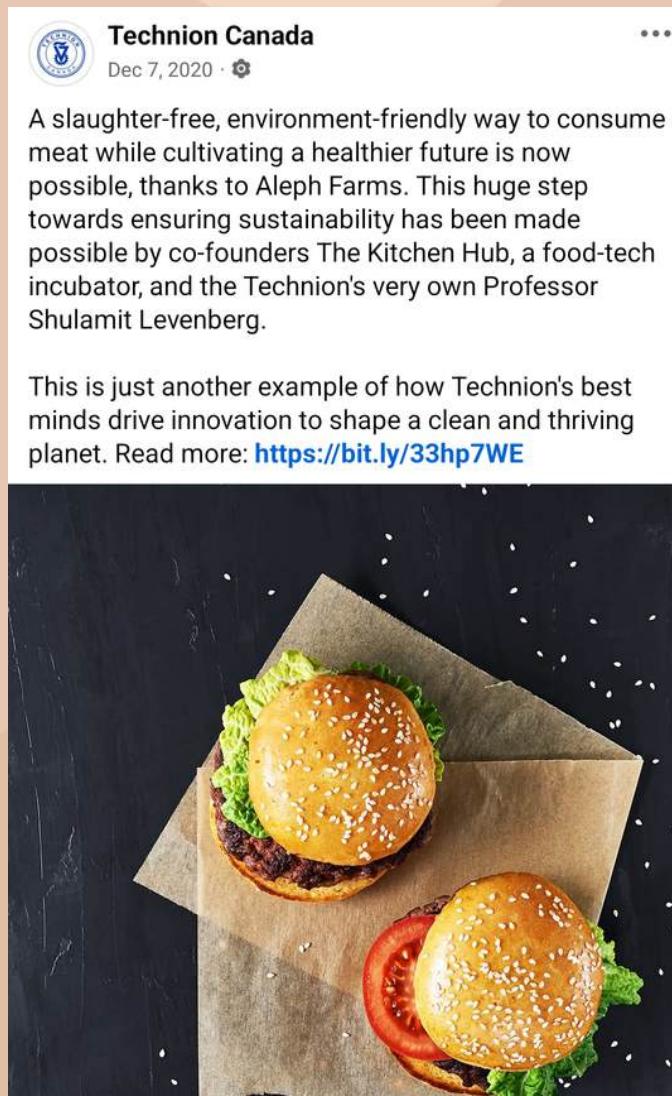
Spanish omelette



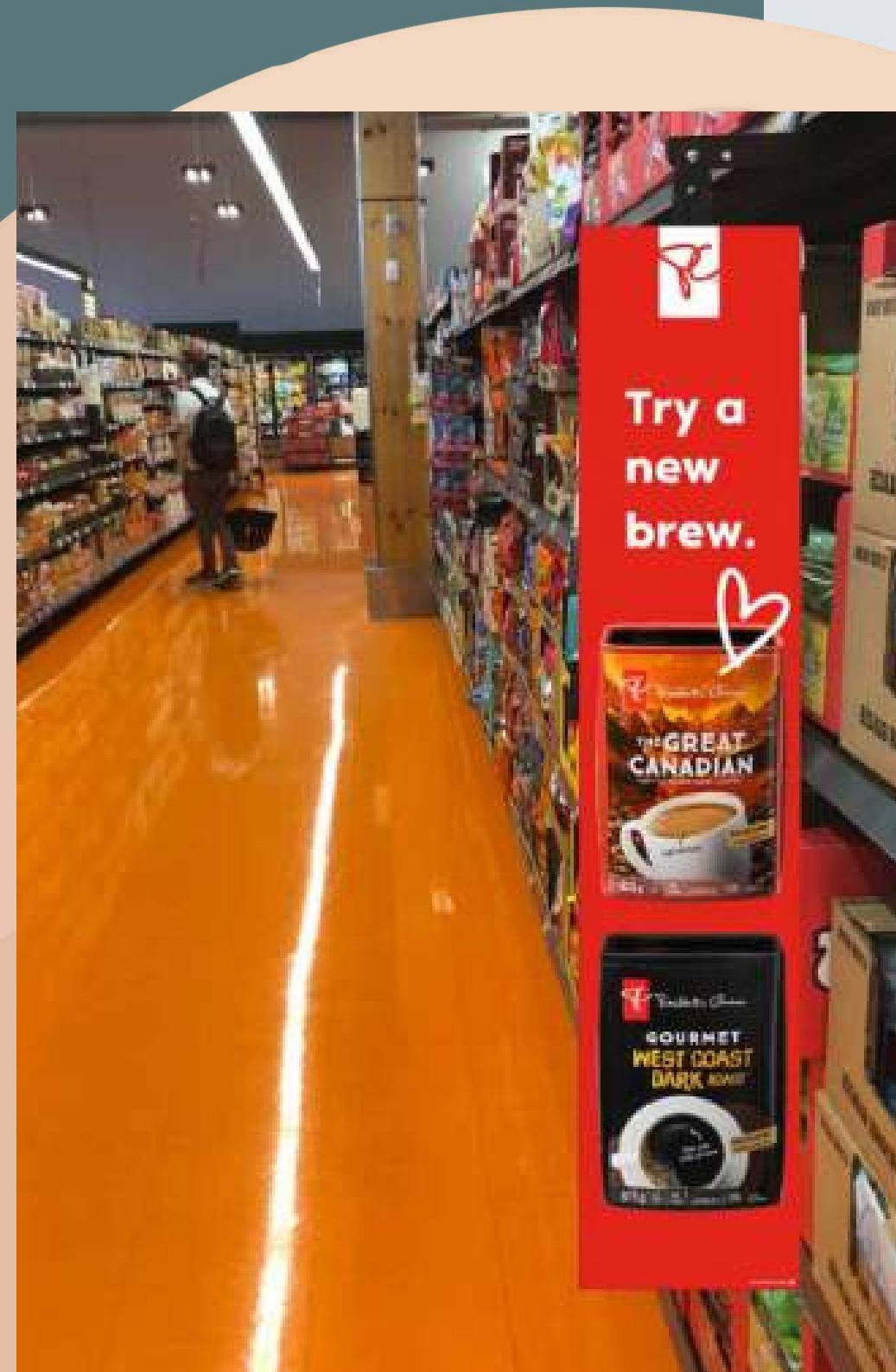
Social Posts



Social Media Organic

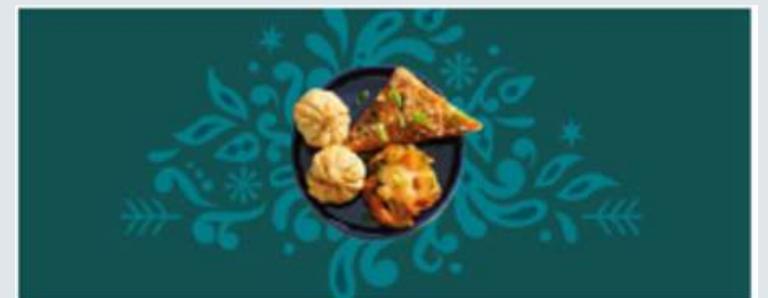


InStore & Digital



A digital advertisement for 360Health and Sobeys. It features a purple background with the text "Book your flu shot today" and a photo of a smiling pharmacist. It also lists services like UTI assessment and treatment, Contraception services, and Shingles immunizations. A "Sign up for 360Health" button and the website "360healthpharmacy.ca" are at the bottom.

A digital advertisement for PC Coffee. It features a grid of six boxes. The top row contains: "Whether you love bold flavours," with an image of a dark roast bag; "or prefer a lighter brew," with an image of a light roast bag; and "there's a PC® Coffee for every taste." with an image of a vanilla bag. The bottom row contains: "We guarantee" with an image of a dark roast bag; "that it will be love at first sip." with an image of a dark roast bag and a heart icon; and "Or your money back." with an image of a dark roast bag and a sunburst icon.



A digital advertisement for Sobeys. It features a teal background with a decorative floral pattern and a photo of a dish. Text reads "Holidays are coming. 100+ products go on offer next week. Load up and earn even more points." A "[CTA] Load offer" button is at the bottom.

InStore & Digital



SHOW YOUR
BUSINESS PARTNERS
THEY ARE SPECIAL

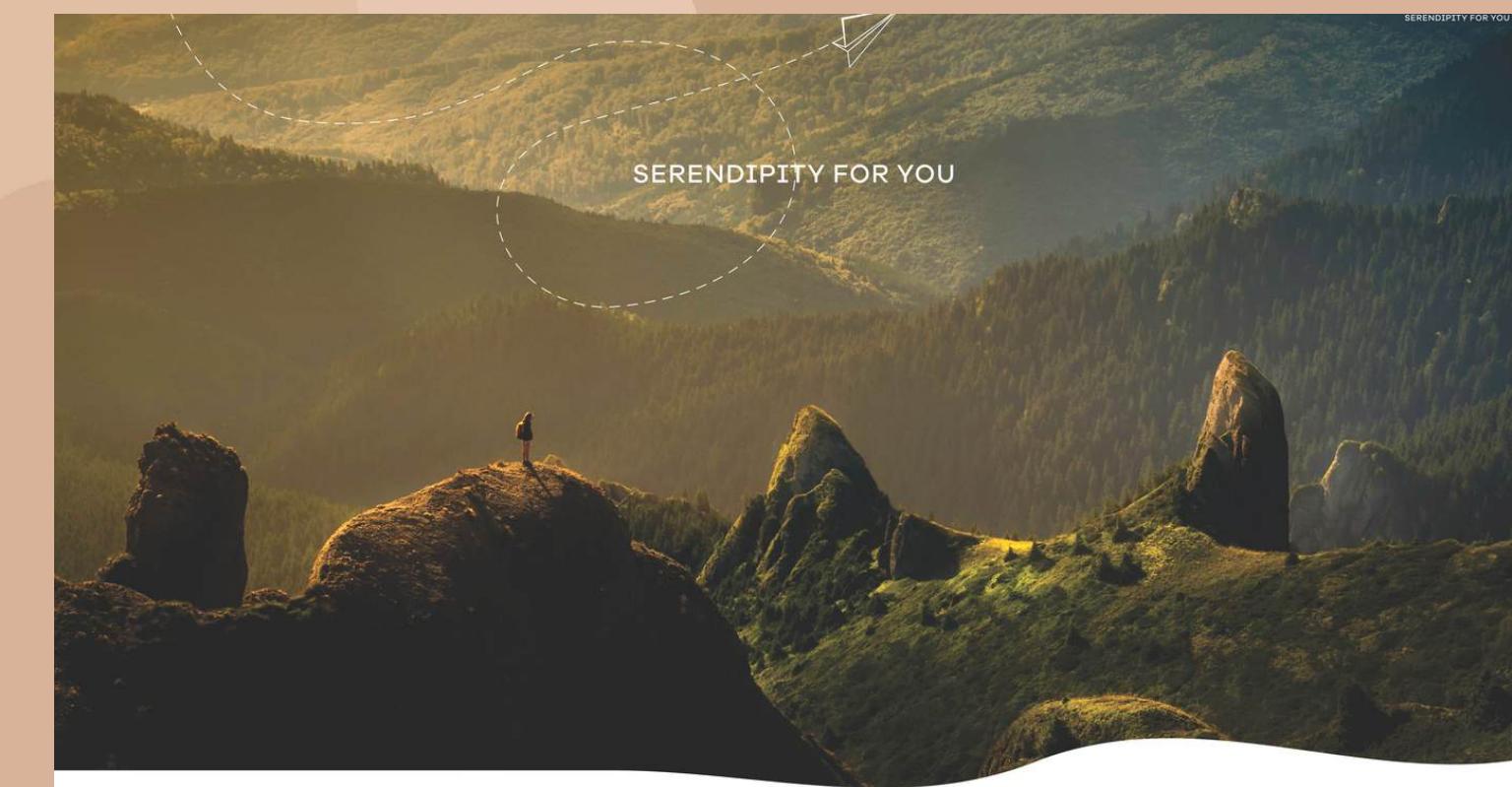
NESPRESSO.
PROFESSIONAL



GRATITUDE FOR YOUR
BUSINESS PARTNERS BEGINS
WITH EXCEPTIONAL
COFFEE MOMENTS

NESPRESSO.
PROFESSIONAL

Print



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?

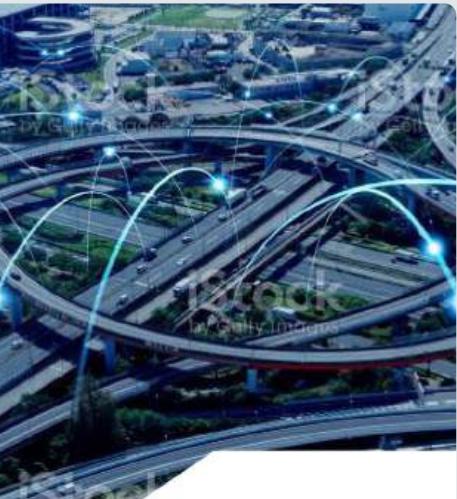
With T3, there is.

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 untrdden 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

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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, dye and mold makers calling Ontario home, it is North America's second-largest vehicle assembler and the third largest in the world (after Germany and Japan).

As a seasoned jurisdiction with a clear competitive advantage, Ontario is looked upon as a leader and role model for the automotive and smart mobility industry. The province is focused on commercializing advanced automotive & smart mobility solutions, and catalyzing the innovative 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 technologies that will define the vehicles of tomorrow. The province provides access to a vibrant network of post-secondary institutions, world-class talent, R&D centers, and specialized automotive and automotive testing facilities instrumental in driving the development of automotive and mobility technology in Ontario.

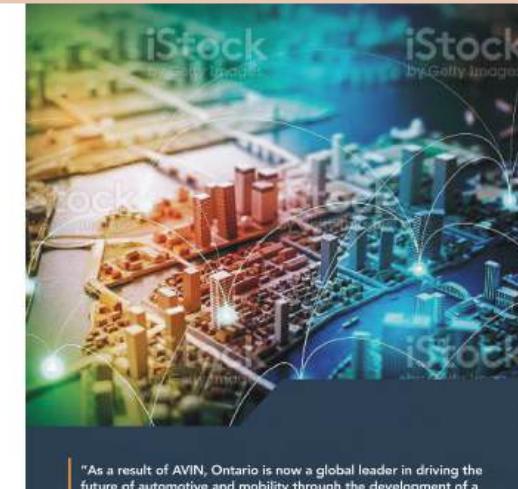
An Ecosystem Ready for Transformation

For growth-oriented companies, there is no better place to be than Ontario because this is where innovation thrives. Highly skilled talent is valued and trained, and research & development is at the core of innovation. Spearheading Ontario's efforts to have a positive impact on the future of mobility are 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 more sustainable, and our economy more competitive. With these strengths, OVIN is powering visionary technologies that will make our roads safer, communities more sustainable, and our economy more competitive.

"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



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Grant Courville
VP, Products and Strategy, BlackBerry QNX

AVIN Ontario

ABOUT OVIN

The Ontario Vehicle Innovation Network (OVIN) is the government of Ontario's flagship initiative designed to maintain Ontario's position as a leader in automotive and smart mobility transformation. OVIN provides advanced automotive and smart mobility technologies, resources and expertise to support the province's innovation ecosystem and commercialization activities. OVIN also provides access to resources such as R&D funding, talent development, business and technical support and demonstration grounds. OVIN also brings together key leaders and drives thought leadership by acting as a bridge between technology and policy.

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Main Objectives

- Promote the commercialization of Ontario-made advanced automotive technologies and smart mobility solutions
- Showcase Ontario as the leader in development, testing, prototyping and adoption of the latest transportation and infrastructure technologies
- Drive innovation and collaboration within the network of stakeholders at the convergence of automotive and technology
- Leverage and retain Ontario's highly skilled talent
- 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

AVIN – SHAPING THE FUTURE OF MOBILITY



OVIN STATS

1,365	info contact online visited	\$25.3 MILLION
788.7 MILLION	Follow-on investment generated	51
101 MILLION	CDI contract secured	301
245	CDI projects initiated	980+ projects facilitated through industry and technology

AVIN – SHAPING THE FUTURE OF MOBILITY



Area X0
Ontario RTDS
Automotive Centre of Excellence
The Centre for Integrated Transportation & Mobility (CITM)
Hamilton RTDS

Area X1
Ontario RTDS
Automotive Centre of Excellence
The Centre for Integrated Transportation & Mobility (CITM)
Hamilton RTDS



Area X2
Ontario RTDS
Automotive Centre of Excellence
The Centre for Integrated Transportation & Mobility (CITM)
Hamilton RTDS

Area X3
Ontario RTDS
Automotive Centre of Excellence
The Centre for Integrated Transportation & Mobility (CITM)
Hamilton RTDS

Area X4
Ontario RTDS
Automotive Centre of Excellence
The Centre for Integrated Transportation & Mobility (CITM)
Hamilton RTDS

10 | SHAPING THE FUTURE OF MOBILITY

AVIN Ontario | 11

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 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.

OVIN TALENT 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.

OVIN WINTERTECH DEVELOPMENT
This program gives students and recent graduates an opportunity to build a career in automotive and mobility technology. Participants will receive funding to support their job training or internships with government and post-secondary institutions, apply their knowledge and skills to solve challenges and also receive on-the-job training or internships with software and hardware development, artificial intelligence and data analysis.

OVIN WINTERTECH DEVELOPMENT
This program gives students and recent graduates an opportunity to build a career in automotive and mobility technology. Participants will receive funding to support their job training or internships with government and post-secondary institutions, apply their knowledge and skills to solve challenges and also receive on-the-job training or internships with software and hardware development, artificial intelligence and data analysis.

12 | SHAPING THE FUTURE OF MOBILITY

AVIN Ontario | 9

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 OVIN 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 where each focuses on a unique aspect of the automotive and smart mobility sectors, 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	LOCATION	MEMBERS	MEMBER LOCATIONS	MEMBER COUNT
Ontario	Human Machine Interface (HMI) and User Experience	Hamilton	Multi-modal and Integrated Models	Ottawa	Unite-to-Everything (XOE)
Toronto	Artificial Intelligence for Connected and Autonomous Vehicles	Waterloo	High-Demand HMI: Designing and Socializing	Waterloo	Cross-Border Technologies and Cybersecurity

Showcasing Ontario-Made Technologies Tap into Our Extensive Network of Support

OVIN's Ecosystem Map
For details of Ontario's provincial assets and resources - from Regional Development Sites to post-secondary institutions, from accelerators to incubators to innovation hubs and more. This leverages Stratford's transport and connector infrastructure allowing SMEs to demonstrate their technologies in a controlled environment and in accordance with applicable laws and regulations.

13 | SHAPING THE FUTURE OF MOBILITY

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 a collaborative example available to demonstrate the potential of a unique and demonstrating how to validate the product. In bringing the companies together, OVIN has created unparalleled advantages for both. Cloud DX is currently partnering with a major technology supplier to the global automotive industry, Faurecia, to work on a new product that the company is currently developing. The two companies are currently working on a new product that the company is currently developing. The two companies are currently working on a new product that the company is currently developing.

An Ontario SME, Cloud DX gets access to a global network of partners, including OVIN, to validate the product. In bringing the companies together, OVIN has created unparalleled advantages for both.

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Cloud DX has created unparalleled advantages for both.

eCAMON

For details of Ontario's provincial assets and resources - from Regional Development Sites to post-secondary institutions, from accelerators to incubators to innovation hubs and more. This leverages Stratford's transport and connector infrastructure allowing SMEs to demonstrate their technologies in a controlled environment and in accordance with applicable laws and regulations.

eCAMON is a Canadian company that designs and manufactures electric vehicle charging stations.

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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



[Get started](#)

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](#)

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

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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.

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The background of the image features a large, irregularly shaped cluster of overlapping circles. The circles are primarily in shades of orange and yellow, with some darker orange and yellow tones. They are set against a dark teal background. The circles overlap in various ways, creating a complex, layered effect.

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