

Dear Jian,

December 7, 2011

London loves you and the Q show.

Beyond being the first city in Ontario to invite you to host your first show outside of Toronto, we would like you to experience our passion for the arts, culture and entertainment. **London is a great city! We want you to see for yourself why we love London. It is one of the most creative and culturally diverse small sized cities in Canada and we want it to be clearly recognized as a great creative city in North America! We want your presence to be an important part of the launch of our “Q Days of the Creative City” (See reason “Q” below.)**

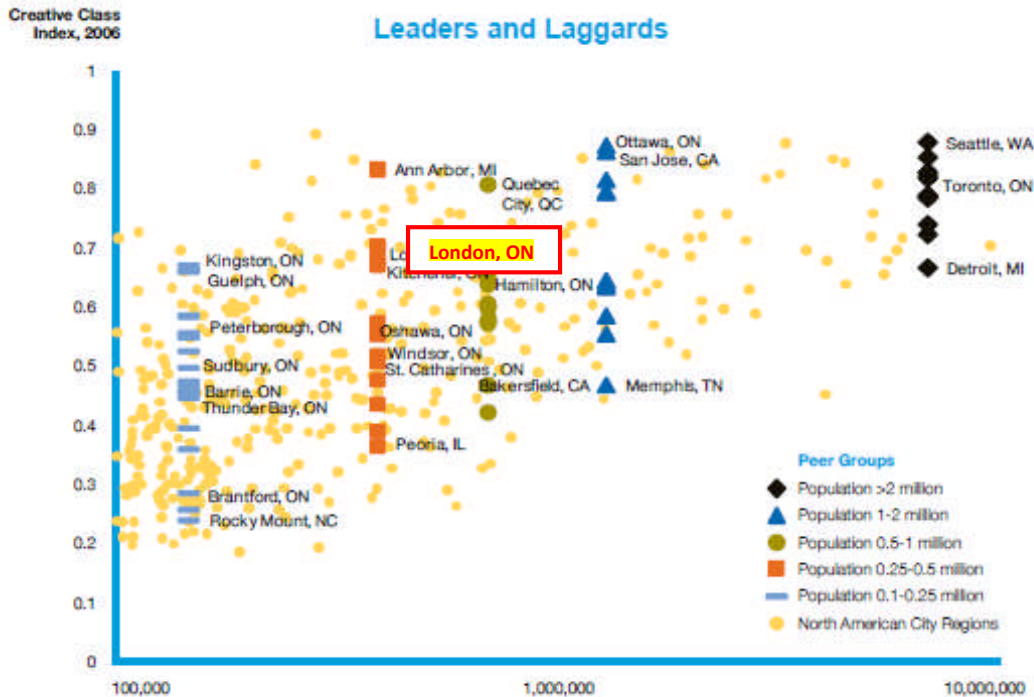
Here are 17 reasons, from A to Q, (and more!) why we feel you should choose London as your first live show in Ontario, outside of Toronto.

**a. What makes London unique?**

We have great people who are passionate, creative and culturally literate. We are committed to positive changes in the community and in our institutions, during these tough economic times.

We want to be one of the most **creative and culturally diverse small cities** in North America, exceeding Ann Arbor, MI (see below).

But don't believe what we say about ourselves! Based on the Martin Prosperity Institute Creative Class Index below, we are the leading small to medium sized Creative Class Index city in Ontario.



**Leaders and Laggards**  
Creative Class Index, 2006  
Log Population of North American City Regions (2006)  
\* Highest, lowest and Ontario regions labelled.  
Peer groupings graphed using average population of each peer group.  
Source: Martin Prosperity Institute analysis, 2009

MP Insights.  
Ontario in the  
Creative Age.  
Apr-2009

Martin Prosperity Institute

**b. What makes London a place we should showcase to the continent?**

Below are many examples of London's commitment to being a working prototype of a diverse small community of the future - a globally-connected, creative, competitive and sustainable community. Based on Thomas L. Friedman's recent book – "That Used To Be Us", Londoners are arising to meet the four real challenges of i) globalization; ii) information technology revolution; iii) macro economic realities; and iv) environmentally sustainable way of life.

**c. And what makes London's citizens so passionate about arts, culture, and entertainment?**

The challenges and opportunities arising from a changing population and economy against the backdrop of the economic downturn has forced Londoners to look into new creative solutions in all aspects of community and cultural life. From a historically small homogeneous community to a community representing many diverse cultures and faiths, from a manufacturing and financial based economy to an increasingly knowledge-based economy, London is giving birth to a renewed passion for the development of arts, culture and entertainment, one that appreciates it, supports it, engages with it and in its creation.

**d. And how much of London's community has mobilized behind your effort.**

Londoners, from diverse backgrounds and cultures, are expressing their love for you.

Starting from His Honour the Mayor and the London City Council, to street artists and lovers of the arts, culture and entertainment, we are all inviting you in the following ways -

- **His Honor, the Mayor is personally inviting you and the London City Council is Q'ified!**

[http://www.youtube.com/watch?feature=player\\_embedded&v=MQF0fiy\\_brQ](http://www.youtube.com/watch?feature=player_embedded&v=MQF0fiy_brQ)



- **The Czech Boys Choir and a diverse group of Londoners invite you.**  
<http://www.youtube.com/watch?v=GzEpzWcRmbk&feature=related>
- **Ian Gifford, the first Londoner to tweet the invitation and his friends invites you.**  
[http://www.youtube.com/watch?v=CTsa3B\\_pfHM](http://www.youtube.com/watch?v=CTsa3B_pfHM)
- **Over 1,000 “Q’s” in three minutes invite you**  
<http://www.youtube.com/watch?v=LS8oWkWnMVw>
- **A Unicyclist has invited you**  
<http://www.youtube.com/watch?v=z7C6LoEF6Rg>
- **Museum London Invites you**  
<http://museumlondon.ca/news:74>
- **London Public Library and the Teen Annex Invites you**  
<http://jianinldnont.ca/2011/12/06/london-public-library-and-the-teen-annex-welcome-jianinldnont/>
- **London’s Writing Community Invites you**  
<http://jianinldnont.ca/2011/12/06/londons-writing-community-in-support-of-jianinldnont/>
- **London Economic Development Corporation Invites you**  
<http://jianinldnont.ca/2011/12/05/311/>
- **The Creekside Strays, a local band invites you**  
<http://jianinldnont.ca/2011/12/05/local-band-supporters-of-q-and-fans-of-jian-the-creekside-strays/>
- **The London Community is inviting and supporting you in the following ways –**  
<http://jianinldnont.ca/community-support/>

We have mobilized our creative talents and have expressed our love for you and invited you in the following ways -

JianinLdnont.ca	See all videos - <a href="http://jianinLdnont.ca/category/videos/">http://jianinLdnont.ca/category/videos/</a>
Facebook.com	607-Likes                      312-Talking About This
Twitter.com	1,715 Tweets                      #JianInLdnOnt
Youtube.com	over 1,000 collective views
Flickr "Q"	141 Q photos uploaded

**URL's**

<http://www.facebook.com/pages/London-Loves-Jian-Ghomeshi-MORE-Bring-Q-to-London/292325764140872>

<http://jianinLdnont.ca/tweets/>

<http://www.flickr.com/groups/1830251@N21/>

**e. We were the first to invite you!**

... and the first tweet to invite you was made by a drummer (whom you've met and who still owes you a beer on behalf of his sister).

**f. Meet our creative people – of today and yesterday...**

- London offers a diversity of creative people involved in many categories of management, business/finance, law, and healthcare (based on the Martin Prosperity Institute's (MPI) research on "Ontario in the Creative Age" and the use of Technology, Talent and Tolerance metrics).
- London has a strong and diverse group of "Super Creative" people who are involved in the Arts and Design, Computers, Architecture/Engineering, Science and Education Fields.
- But, don't take our word for it, just see the list of Londoners below –

Actors - Hume Cronyn, Lolita Davidovic, Victor Garber, Ryan Gosling, Paul Haggis, Jenny Jones, Rachel McAdams, Paul Soles

Athletes - Jeff Carter, Drew Doughty, Sam Gagner, Craig McTavish, Craig Simpson, Adam Stern

Artists - Phillip Aziz, Greg Curnoe

Innovators - Nerds on Site, Jack Warner, Dr. Sir Frederick G. Banting

Musicians - Basia Bulat, Emm Gryner, Garth Hudson, Tommy Hunter, Kittie, Guy Lombardo, Mayor Joe Fontana, Nihilist Spasm Band, Olenka and the Autumn Lovers, Raised by Swans, Jack Richardson, Two Minute Miracle, Vibrant and other storied punk music groups

Scientists - Dr. Calvin R. Stiller

Writers - Joan Barfoot, Emma Donahue

**g. Meet the culturally diverse communities that live here**

- Immigrants make up nearly 20% of London's population. The five largest visibly identifiable groups represent nearly 10% of London's population.
- Diverse cultural groups include – Arab, Chinese, Colombian, East Asian, Iranian, Korean, Latin American, Polish and South Asian.
- Diverse faith groups from Baha'i, Buddhist, Catholic, Christian, Hindu, Ismaili, Jewish, Muslim, Mormon, Protestant and Sikh.
- These diverse communities participate in nearly 300 non-profit organizations in London.

**h. See our arts, cultural and entertainment venues**

- London offers over 100 small, medium and large public and private venues for all forms of creative and cultural expression. They include the John Labatt Centre, Western Fair Grounds, Grand Theatre, Centennial Hall, Covent Garden and the Spriet Theatre, Aeolian Hall, Palace Theatre, Central Library and their 16 branches, Wolf Performance Hall, dozens of outdoor parks, and Labatt Memorial Park, the "oldest continually operating baseball grounds in the world".
- We have over 40 festivals, including Sunfest, London Fringe Festival, Bluesfest International, Home County Folk Festival, London Rib-Fest, Pawlooza and Festa Italiana.
- There are over 1,700 designated heritage properties that are supported by one of the highest Heritage Grants per capita programs in Ontario.
- London has a number of museums and public/private galleries, including the London Museum, the first Children's Museum in Canada, the Canadian Medical Hall of Fame, the Secrets of Radar Museum and the largest private ceramics gallery in Canada.

**i. Check out our sports teams, cinemas, radio and TV stations, and community papers**

- London is hosting the 2013 World Figure Skating Championships.
- London has its own hockey, baseball and basketball teams as well as numerous other junior league teams.
- London has over half a dozen cinema complexes, with over four dozen screens, including the historic Hyland Cinema.
- London offers a dozen daily, weekly and monthly print publications.
- London has nearly a dozen local radio stations.

**j. Visit our educational institutions**

- The University of Western Ontario was voted #1 in the 2011 Globe and Mail student survey for the 9<sup>th</sup> year in a row! UWO, including Brescia, Kings and Huron College, houses over 30,000 undergraduate and graduate students.
- The internationally recognized Ivey School of Business is housed in a new facility designed by an internationally-recognized, award-winning architectural firm.
- Fanshawe College is one of the largest colleges in Ontario with over 17,000 full-time, part-time and adult students. Its new downtown School of Applied and Performance Arts campus opens in 2013.

- There are dozens of private colleges, training schools, primary, middle and international secondary schools.

**k. Discover our leading edge work in the wellness, health and life sciences fields**

- Over 20,000 Londoners work in the wellness and health related sectors.
- The London Health Science Centre and its related entities are involved in world-class pure and applied research.
- The Robarts Research Institute is Canada's largest privately funded institution. It focuses on advanced imaging, autoimmunity/diabetes, gene therapy, heart/circulation and stroke/neurodegenerative diseases.
- The Canadian Surgical Technologies and Advanced Robotics centre is a world leader in surgical innovation and training. It has pioneered certain robotic surgical procedures for the first time in either Canada or the world.
- The award-winning life science Stiller Centre Incubator is located at the University of Western Ontario's Research Park.
- Many of our scientists and health professionals are actively involved in arts and culture.

**l. Experience London's digital gaming and information technology businesses**

- London is now home to many information technology and digital media firms, including voices.com, Digital Extremes, Big Blue Bubble, InfoTech, farms.com, ilookabout.com and Phoenix Technologies.

**m. Meet the established companies of London**

- London is home to dozens of national and international companies, including 3M, McCormicks, Labatts Breweries, London Life, TD Canada Trust, Trojan Technologies, Royal Bank of Canada, who are active and significant supporters of the arts and culture in this city.

**n. Meet the emerging new leaders, social innovators and entrepreneurs**

- London's educational institutions graduate thousands of young people each year. Our community is striving to offer them a meaningful future in London.
- The rise of many emerging leaders, social innovators and entrepreneurs offers many possibilities for London to retain and attract young talent in the arts, culture and entertainment sectors.

**o. Meet the member of the Age-Friendly City**

- London has been ranked as one of the 2<sup>nd</sup> best places to retire in North America, along with Boulder, CO and Portland, OR.
- London's is the first Canadian city to earn the Age-Friendly City designation from the World Health Organization.
- The age-friendly designation includes seniors, young parents with children and people with mobility challenges. With nearly 1 in 5 Londoners over 60, this represents an important part of the arts, culture and entertainment milieu.

p. **Join us in our journey to create a culture of building bridges and removing barriers**

- London's local culture and external influences is both small and big, and simple and complex. We are striving to build sustainable bridges and removing challenging barriers to developing a truly collective vision and action plan for the future.

q. **Saving the best for last, we want you to help us launch the Q DAYS OF THE CREATIVE CITY – Connectivity, Creativity and Collaboration**

Your show's unique perspective and broad audience will highlight London's passion for the arts, culture and entertainment and focus our efforts to create a sustainable, creative and vibrant community of the 21<sup>st</sup> century.

London is on the move! And we'd like you to be a part of our changing culture.

On Q day, we'll hold a full day of activities. We hope to bring together Londoners who represent a microcosm of London to cross-fertilize ideas from the arts, the sciences and the community (.org, .com, .edu, .net, .biz and .me) in our quest to develop a viable, sustainable and creative community.

With much love and affection,

Your friends in London, Ontario

## Important Web Links for The London Bid for Q Live.

Complete tracking site - <http://jianinldnont.ca/>

Facebook page - <http://www.facebook.com/pages/London-Loves-Jian-Ghomeshi-MORE-Bring-Q-to-London/292325764140872>

Initial invitation video - [http://www.youtube.com/watch?v=CTsa3B\\_pfHM](http://www.youtube.com/watch?v=CTsa3B_pfHM)

New Community Invitation Video - <http://www.youtube.com/watch?v=GzEpzWcRmbk>

Mayor Joe goads Jian - <http://www.youtube.com/watch?v=e8BgdbRc3a8>

Mayor Joe officially invites Jian to London with Radio Q Live - [http://www.youtube.com/watch?v=MQF0fiy\\_brQ](http://www.youtube.com/watch?v=MQF0fiy_brQ)



rtraction cares about creating positive change in our community - locally, nationally, globally, professionally and culturally. Both as a company and as a group of individuals, rtraction is engaged in the London community in particular, and is committed to making it a better place through community service and our corporate in-kind support program.

We truly feel that bringing Jian and Q to London would reflect back to our community the strength and importance of culture and the arts in the city that we love. That is why we feel that this initiative is a perfect place for us to put \$20,000 worth of our work toward a digital marketing project of Jian and the Q crew's choosing. Because community means more to us than just a city, that \$20K can be used for any charitable work - not just in London - no matter which city wins.

*And who are we exactly?*

rtraction is a digital agency with roots in information technology. We were incorporated in July 2001 as a joint initiative by David Billson, Shawn Adamsson, Josh Dow and vTraction (a subsidiary of Rabobank International). In 2003 the management team bought out controlling interest of the company from vTraction, and acquired complete ownership of the company in 2006.

With a passion for creativity, innovation and growth, rtraction has evolved to offer a full spectrum of services and expertise that marries traditional marketing, engaging design and new media. We work with our clients to build solid strategies in branding, social media, digital media and design to reflect those unique elements that make our clients who they are. We leverage technology to bring these strategies to life and build a virtual bridge between our clients and the people they want to reach.

rtraction is made up of a group of 20 fun, smart and creative people who strive to bring the best in digital marketing to our clients - from dynamic and interactive websites to social media campaigns to creative use of video and even digital interaction with the physical world. Our people are a critical force in helping rtraction to become a 100% referable company with a reputation for excellence in client care and strong community involvement.

These same people are also committed to being part of a better, more engaged and more creative London. That is why, in addition to our corporate CSR sponsorship, rtraction also allows employees to take 1 "CSR Day" per month to work on projects within the community that they care about. This initiative has led to numerous board, committee and task force engagements by rtraction staff. A sample of organizations that have benefited from this include Museum London, Fanshawe College, TechAlliance, ReForest London, Junior Achievement, United Way, Pillar Non Profit, WIL Employment and many others.

We're proud of our people. We're proud of our community. We're proud to create positive change through our work and our charitable donations alike.



18 Aylesford Crt, RR 5  
Kilworth, ON N0L 1R0  
t: 226.448.6774  
info@orpheum.ca  
www.orpheum.ca

### About Us:

Orpheum Hosting Solutions was founded by Derek Silva in 2006. We started in a small house in Strathroy, ON and now host our servers in a premier, multi-million dollar data centre in Quebec. Orpheum offers low-cost, high availability hosting services geared toward freelancers of all kinds and small businesses all around the world looking to establish an online presence or host critical applications while still reducing their hosting costs.

We employ a dedicated team of employees, all located in the London, Ontario area, aiming to make sure all of our clients have a satisfying hosting experience. If you're not happy, neither are we! We call this team the Unrivaled Support Team (UST) – whether it's via live chat, email, helpdesk tickets or phone, our Unrivaled Support Team is there for you. We believe in providing great, fast support so much that even Derek will help!

### Our Offer:

Should Q choose London as the winning city for a February broadcast, Orpheum Hosting Solutions will partner with rtraction to provide Jian Ghomeshi's charity of choice with free web hosting for the website that rtraction produces. Orpheum believes that charities and non-profit organizations provide necessary services for the communities they serve, and in turn they deserve a web presence that truly represents the good work they do.

### Why Should Jian Ghomeshi bring Q to London, Ontario?

London is home to over 400,000 citizens, with a diverse population from all countries, cultures and faiths. Our Arts & Culture community is thriving with innovation, exploration, and a propensity towards cutting-edge grassroots business and social movement. It is only a city of this caliber; with a thriving community aiming to push onwards and upwards that can produce such passion and drive for excellence. Our city is equally committed to the arts as it is to the sciences, creating some of our country's leading vehicles of change. We have seen the blossoming of some of Canada's pride and joy - the likes of Fredrick Banting (co-discoverer of Insulin), Chris Doty (award winning filmmaker), Emma Donoghue (award winning writer), Ryan Gosling (actor), Paul Peel (painter), Shad (hip-hop artist), David Shore (writer and producer of "House"), David Suzuki (writer and environmentalist), Tessa Virtue (2010 Winter Olympic Gold Medallist), and Jack Warner (cofounder of Warner Bros), to name but a few. If Malcolm Gladwell's 10,000 Hour Rule is to be believed, then it goes without saying that London has a clean record of providing its youth with the necessary hours of experience needed to go out into the world and make our nation proud.

The city of London is a recent recipient for the National Multiculturalism Award and National Communities in Bloom Award, recognizing the city's efforts at celebrating cultural diversity while providing citizens with a beautiful city to call home. London is home to groundbreaking, internationally known festivals such as Sun Fest and Lola, London brings forward a desire and thirst to build on cross-cultural exposure, knowledge,

recognition, and acceptance. In light of the celebratory atmosphere of our city and in conjunction with our innate tendency to provide collaborative programs and service, we wish to invite Jian Ghomeshi and his Q Team to broadcast a live show from our nations' cultural and artistic hub - London, Ontario.

Sincerely,

Derek Silva  
Emperor Gorilla (a.k.a. President & CEO)



THE RESEARCH PARK  
LONDON | SARNIA-LAMBTON

The Windermere Manor wants CBC and Jian Ghomeshi to bring Q to London!

Date: December 6, 2011

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The Windermere Manor, owned and operated by the University of Western Ontario Research Park, is thrilled to be caught up in the groundswell of community excitement and goodwill that all started with a single tweet, and has a turned into an all out campaign to bring our favourite Canadian radio show to London, Ontario.

To recognize everyone's amazing contributions in this campaign, regardless of the outcome, we are committed to hosting a kick-ass party for all of the individuals who have volunteered their time, brains, art, music, charitable contributions, voices, and overall energy to bringing Q to London. We'll be serving up complimentary munchies and samples of our amazing Honey Stung Ale, craft brewed with the honey our bees produce right here on site at the Research Park. Of course, Jian Ghomeshi and his crew will also be welcome to join us, which will save on the money and embarrassment of having to print a life-sized cardboard cut-out of our favourite Q host!

If (when!) we are successful in our quest to bring Q to London, we would be pleased to have the Q team visit our unique facilities at the Research Park and the Windermere Manor. And, if any of their crew or guests choose to stay or dine at our hotel or restaurant, we will donate all proceeds to ReForest London and their amazing Million Tree Challenge ([www.reforestlondon.ca/million-tree-challenge](http://www.reforestlondon.ca/million-tree-challenge)) to help plant one million trees in the "Forest City" over the next ten years.

London, Ontario, Canada has a rich cultural history, from Guy Lombardo who produced the soundtrack to millions of New Year's Eve kisses, to Canadian punk and noise pioneers like the Demics and the Nihilist Spasm Band, to the Regionalists who defined Canadian art in the 60's and showed you could do it from a so-called small town, conservative community, to programs today like Artfusion blending arts with social impact, or the UnLab "hackerspace" at our Research Park. This ample material alone should warrant a London edition of Q. But our community spirit of volunteerism and compassion is what should really tip the balance and we are honoured to add our token gestures of support to help land this opportunity to show off our great community to the rest of Canada.

Cheers,

Joel Adams (@joelcadams, jadams@researchpark.ca)

Executive Director

The Research Park (@researchpark) and Windermere Manor (@windermeremanor)



Dear Q,

My name is James Tanney and I am the Product Process Manager for store 936 here in London, Ontario. I represent Best Buy as the London market media liason and community involvement captain. Our store employs approximately 140 people, with a great deal of those being students. Many of our staff are also active contributors to London's rich arts community.

Best Buy Canada Ltd is committed to community involvement throughout the many markets that our 70+ stores service. It is my pleasure to formally offer a one year service contract for Geek Squad technical computer support to a charity of Q's choice. Geek Squad is a computer/home theatre technical task force which specializes in helping our clients in connecting their world and simplifying their tecnology needs. It is my hope that our services can help a local charity to maintain productivity and afford them the means to focus on more pressing needs, not their computer woes.

Having Q visit London would not only be a warmly welcomed privilege, it would also be a unique opportunity to showcase London's eclectic and diverse arts culture. London boasts some of this countries finest musicians, artisans, authors, actors and athletes. London would love the opportunity to play host to arguably one of Canada's foremost proponents of arts and culture.

Please consider London as your choice to host Q. Either way, Best Buy South London will be committing our bid/contribution to our city.

Kindest regards,

James Tanney  
Product Process Manager  
936 London South Best Buy  
519-686-2160 EXT 2021  
ppm0936@bestbuycanada.ca

# Project Summary

## **Lets get CBC Radio Q to London, Ontario.**

London, Ontario would benefit greatly from having a national radio show in our city. We are constantly living in the shadow of Toronto and the country needs to see what an amazing community we have here in London, a city with under a half a million people.

## **Our Contribution to the #JianinLdnont campaign.**

As stated in our video, we are prepared to donate a full day's shoot and required editing to create an awareness video for the charity of Jian's choice. We will work with the charity to make sure that the video conveys the message of their charity and that they are 100% satisfied with the end product.

RedCat film is no stranger to creating videos for Canadian causes. We have created videos to help spread the message of Kid's Help Phone and Covenant House, both through the way of music videos and promotional spots.

# Value

## Donated Production Budget.

Description	Quantity	Unit Price	Cost
Camera Fee (1 Day)	1	\$485.00	\$485.00
Director (hourly)	8	\$75.00	\$600.00
Camera OP	8	\$45.00	\$360.00
Editing	4	\$50.00	\$200.00
<b>Total</b>			<b>\$1,645.00</b>

#### About Us:

Established in 1991, Lexus of London was one of the original Lexus franchises awarded in Canada. Since our inception we have embraced the philosophy that the single and most important key to our success is true customer satisfaction. Today, that belief has never been stronger for all of us here. Each member of our team prides themselves on the great relationships that we share with thousands of loyal Lexus of London guests.

#### Our Offer:

Should Q hold their live show in London, Lexus of London would like to offer the use of a Cambridge built Lexus RX 350 luxury cross over vehicle to a charity of Q's choosing for 2 days. The vehicle is one of the highest rated for fuel efficiency and safety, something all organizations can feel good about.

#### Why Should Jian Ghomeshi bring Q to London, Ontario?

London is a hub for South western Ontario for medical, manufacturing, transportation, food, and education, and is a foundation of the economy in the area. It is easy travel for most of the population of Ontario being situated at the intersection of highway 401,402, and just 30 minutes from 403. There are few communities that have the diverse employment sectors and population bases while still retaining a small town feel. We know what Londoners listen to on the radio as we're in and out of their cars every day and CBC Radio 93.5 is usually the number 1 radio preset.



1438 Aldersbrook Road  
London, ON. N6G 3V7  
Ph / Fax 519 471 4278  
info@artventure.ca  
www.artventure.ca

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### About Us:

ArtVenture Art Studio is a family business run by a mother/daughter team, both certified teachers and local artists. The studio offers Art Classes (preschool to adults), Spring & Summer Art Camps, Birthday Parties, Art Workshops, and Post-Secondary Portfolio Building. Our program is project based, covering a variety of media, styles, and techniques. Each project, camp day, and birthday party is planned with specific objective in mind, to expose our students to the various elements and principles of art as well as the various art movements of the 20th century. We combine art education with age-appropriate objectives, and provide London with its first and only extra-curricular School of Visual Arts. The school also offers an on-site gallery, showing works by local artists on a rotating basis, and a sitting-area stocked with art books, for inspiration and information. Our mission is to establish and provide an inspiring environment where students of all ages can develop their creativity and artistic expression while learning new skills under professional guidance.

### Our Offer:

Should Q choose London as the winning city for a February broadcast, ArtVenture will offer to subsidize a student through a term of art classes, based on financial needs. Through five years of operation, we have had 100% University Acceptance of High School students who have worked tirelessly on Portfolio Building under the guidance of Erica Reshef. While we believe that London is a hotbed of creativity and talent, we also recognize that not every talented and creative individual has the funds needed for an opportunity to be exposed to high quality art education. As such, we hereby offer, to subsidize a student with financial difficulties for equal chance of exposure and experience.

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The city of London is a recent recipient for the National Multiculturalism Award, recognizing the city's efforts at celebrating cultural diversity. Home to groundbreaking, internationally known festivals such as Sun Fest and Lola, London brings forward a desire and thirst to build on cross-cultural exposure, knowledge, recognition, and acceptance. In light of the celebratory atmosphere of our city and in conjunction with our innate tendency to provide collaborative programs and service, we wish to invite Jian Ghomeshi and his Q Team to broadcast a live show from our nations' cultural and artistic hub - London, Ontario.



ATMOS Marketing  
717 Richmond St. Suite 206  
London ON N6A 1S2

## *About ATMOS Marketing*

ATMOS Marketing, based in London, Ontario is a digital marketing firm that specializes in sales and lead generation. By using various online marketing channels to drive targeted traffic, we help our clients generate new sales and leads while increasing their online presence. The results of our campaigns are both measurable and performance driven. We are a group of young and enthusiastic marketing professionals from London, Ontario passionate about creative strategy and new technology. We work with small-medium size businesses to national brands, using a custom-tailored campaign for each client. Most importantly, we ♥ what we do!

## *Our Pledge*

Our pledge for Jian Ghomeshi to come to London, Ontario:

We will apply and manage a Google Grants Campaign for a non-profit organization of Jian Ghomeshi's choice. The Google Grants Program donates up to \$10,000 per month in media spend on AdWords for eligible Non-Profit Organizations. With the help of ATMOS Marketing, the organization can effectively apply and maximize this grant to increase its online presence and target those who matter most for their cause (increasing awareness, donations, volunteers and etc).

## *Why #JianInLDNONT*

As a young marketing company in London, Ontario, Jian Ghomeshi has inspired us throughout the years as a Canadian icon. As a marketing company, we also are big followers of local arts within the community. By bringing Jian Ghomeshi to London, this would be a great way to motivate and inspire new and existing young professionals.

From the team @ ATMOS Marketing, we hope to see Jian Ghomeshi in London!

Representing this letter from ATMOS Marketing:

Larry Lau

Marketing Manager | ATMOS Marketing  
T: 519.670.7887 | F: 519.266.6765  
[www.atmosmarketing.com](http://www.atmosmarketing.com)

717 Richmond St. Suite 206, London ON N6A 1S2

## From First Tweet to the Final Word

To Jian Ghomeshi and the producers of Q:

Welcome to the last pages of our campaign proposal to have you bring “Q Live” to London Ontario.

There has been a lot been made of my having sent out the initial invitation to have Q come to London but frankly over the past 2 weeks it’s all become more about the passion of Q fans than that one little tweet. It all speaks to the broad reach of CBC radio’s “Q” program and the impact you have on all of North America, let alone just one mid-sized city in Ontario.

My initial invitation was just a playful little mention to let you know that London, Ontario has some amazing venues and passionate people who really love their CBC programming. Really, I was putting it out there for my sister who is an equal fan of Jian and the show itself. Then, all of a sudden my tweets were coming back at me from local journalists and then local politicians and more, and instantly I knew we had something special going on in our little city.

The next thing you know it’s reaching Brantford, Hamilton, Guelph and Kingston and what have you and we have a grassroots competition that is being humbly endorsed by Q itself. WOW!

So now it would appear that I unwittingly, though not unwillingly, became a sort of leader for the city in their quest for the Q. It’s been ultimately a rewarding experience if simply for the wealth of great people I have met and can now call friend because of our common love for our arts & culture in London. From MPP’s & small business owners to techies, musicians, artists, and the director of local tourism to the mayor himself, I have seen an enthusiasm and camaraderie unlike anything I’ve witnessed before.

The positivity of the campaign has been infectious and especially welcome in a time where scandal, controversy and public outrage seemed poised to swallow the city whole. I feel that this positivity has rippled right through the area with a pebble in the pond kind of effect and given us a great sense of relief from the clouds that were hovering over the city. I have never been more proud of London and the sense of community that has been growing with each passing day of this campaign.

With the end in sight and with all of you at Q prepared to begin deliberating on which city would be the proud host of a “Q live event” I want to bring to light a few of the things that have occurred to date.

After the initial tweets and retweets, we saw our first big rally of support from “Rtraction”, a local web and design development firm. This first philanthropic notion spread quickly and drew a lot of attention all over London and beyond. From that moment, I knew I wanted to see that our campaign had a strong charitable side. This is to highlight the compassion of London as we are day to day and week to week.

We don’t want to bribe Q into London; rather we’d like to give an example of our passion for arts, culture and the community at large. We now have offers of art lessons, music lessons, websites, grant

managing, web hosting, all to those that need it the most. This is a gift to all of London from all of London in the name of Q.

Next there are the many artists, photographers, web designers, painters, musicians and videographers that have lent their time to this campaign. All without my urging, these people have come forth on their own to declare their love for arts and culture and the possibility of having Q in London and set out to prove it with their selfless acts.

Please be sure to check out our final campaign package, that when joined with the Facebook and webpages plus videos from people from all walks including our illustrious and talented mayor, presents a diverse gathering of voices all calling for Q to come to us.

Also, to have others come forward and present ideas like “Q day of change” and their commitment to seeing it through, is just another example of London’s ingenuity and desire to further highlight, augment and enhance our collective creative spirit.

This all points to a community dedicated to its citizens, dedicated to arts and culture, dedicated to being progressive into its future and dedicated to those that bring us our daily dose of arts and culture via our national public radio.

We are proud of our city. We are proud of our campaign to bring Q to London and we are as proud of our provincial brothers and sisters who have staged clever and well co-ordinated campaigns of their own. We wish every one of them the best.

So whichever city you choose Jian and the CBC Q crew, we want you to know that a lot of people appreciate the gifts you give to arts and culture in our country and beyond everyday. I personally want you to know I am proud to have been a very small part of this overall competition and would do it all again in a heartbeat.

May the Q be with you! May Q be in London soon!

With Warmest Regards,

Ian Gifford, (@LeGiff)

London, Ontario.