





NOVA SCOTIA

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NS Tree For Boston Overview

For more than 30 years, Nova Scotia has donated a giant evergreen each year to the people of Boston as a thank you for their assistance following the 1917 Halifax Explosion. CTV Atlantic is pleased to continue the partnership with the province of Nova Scotia.

The campaign will follow the tree from the cutting ceremony (date to be confirmed), to the lighting ceremony in Boston, on Thursday December 3rd, 2015.

News at 5 and *News at 6* offer an enormously popular and valuable opportunity to share this event with Maritimers.

News at 5 is the Maritime's most popular news and current affairs program, consistently drawing over 303,000 viewers from Nova Scotia, New Brunswick and Prince Edward Island. During its time period, *News at 5* holds over 35 percent of the viewing market in this region.

News at 6 continues to be the Maritime's number one News program, consistently drawing over 410,000 viewers from Nova Scotia, New Brunswick and Prince Edward Island. During its time period, *News at 6* holds over 40 percent of the viewing market in this region.

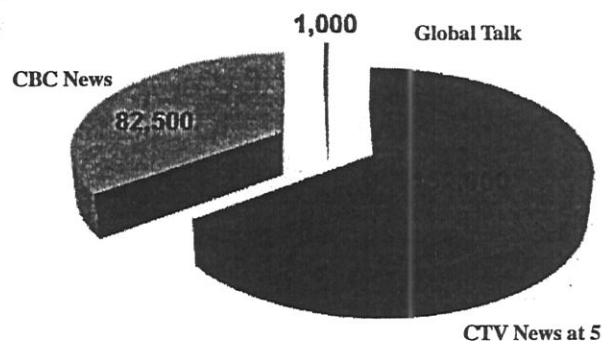


CTV News at 5

CTV News at 5 is the 2nd highest rated News program in the Maritimes - second only to the CTV News at 6. The program has consistently ranked in the top five shows in the Maritimes for the past 20 years, reaching over 330,000 people weekly in the Maritimes.

The show provides analysis of breaking news stories as well as features on health, cooking, gardening and subjects of interest to Maritime audiences. The show owes its popularity to its ability to connect with Maritimers of all ages.

While *CTV News at 5* is broadcast from the CTV Atlantic studio in Halifax, people and resources from across the region contribute to its success.



Monday-Friday

5-6 PM Time Period

Adults 18+ - Average Qtr. Hour



Cindy Day



Cindy Day is CTV Atlantic's Chief Meteorologist on *CTV News at 5*, *CTV News at 6* and the *Late News at 11:30 pm*. Best known for her comprehensive on-camera forecasts, Cindy has been working in weather on and off camera for close to 25 years.

Cindy joined CTV in September 2007 and has become a key member of the CTV Atlantic family. Not only does she provide up-to-the-minute forecasts for viewers, she also publishes a weather blog and populates her Twitter and Facebook pages with weather facts and forecasts. Currently she has over 34,000 Facebook likes along with 13,000 plus Twitter followers. Her book, *Grandma Says - Weather Lore by Cindy Day*, was snapped off store shelves and landed on the 2012 Globe and Mail year-end Top 20 list.

A job at CFRA radio in Ottawa kicked-started Cindy's media career. As host of the program *Ottawa AM*, Cindy was the first full-time meteorologist on private radio in Canada. Eventually she created her own business, *Weather by Day*, providing seasonal forecasts, climate data and radio reports for Eastern Ontario and Western Quebec.

Originally from Bainsville, Ont., Cindy studied at both McGill and Lakehead Universities, obtaining a degree in Meteorology. Her first job was with Environment Canada, where she briefed pilots at the MacDonald Cartier Airport in Ottawa.

Cindy grew up in a bilingual household and is fluent in both English and French. She moved to the East Coast 15 years ago and now calls the Maritimes home.

An admitted chocoholic and the Montreal Canadiens' biggest fan, Cindy loves to collect umbrellas for those rainy Maritime days.



CTV Partnership Proposal

- CTV will cover the Christmas Tree Cutting Ceremony (date to be confirmed)and send off event.
- Cindy Day will emcee the send off event at Grand Parade in Halifax (date to be confirmed)
- Thursday December 3rd , Cindy Day will broadcast live from Boston covering weather segments for News at 5 and News at 6. There will also be time allotted for tree related elements on News at 5.
- Thursday December 3rd, additional coverage on CTV Morning Live.
- Friday December 4th , News at 5 will feature highlights from the actual Tree Lighting event.

If time allows and it fits within the news of the day, Steve Murphy may interview a political figure/newsmaker in Boston (ie; the Major of Boston/newsmaker of the day).



30s campaign airing on CTV Nova Scotia from November 23rd to December 3rd. CTV will produce a 30s vignette showcasing the significance of the Christmas Tree and how the tradition began.

NS Tree for Boston Lighting event will be mentioned in News promos week of November 30th.

Digital – www.atlantic.ctvnews.ca

- 100,000 Leaderboard impressions November 23rd to December 3rd.
- 100,000 Big Box impressions November 23rd to December 3rd.
- Cindy Day will include Nova Scotia Tree for Boston in her very popular blog.
- Social Media support including posts on CTV Facebook and Twitter properties.

CTV Production

- Production of 30s vignette
- CTV Live in Boston

Investment - \$30,000 net

