



TORONTO 2015  
Pan Am/Parapan Am

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June 3<sup>rd</sup>, 2013

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Councillor Karen Stintz  
Chair, Toronto Transit Commission  
Toronto City Hall  
2nd floor, Suite A21  
100 Queen Street W.  
Toronto, ON M5H 2N2

Dear Councillor Stintz

This letter serves as our request to formally present the *Subway Nations* concept to the Toronto Transit Commission for in-principle approval so we may collaborate with TTC staff on how the concept may be realised.

The essence of the *Subway Nations* concept is to excite and engage TTC patrons in a unique cultural experience during the Pan & Parapan American Games in 2015. We would propose that for the period from July 10th through August 14th, 2015, 41 subway stations on the TTC system would each play host to one of the participating Pan American nations by celebrating their unique and diverse cultural flavour. These 41 stations would be artistically treated with bold and striking images to represent their respective Pan American country and the rich cultural tapestry they offer. By engaging professional artists and designers and encouraging them to use a variety of methods be it video, audio, photographs and the written word, each subway station chosen would become the essence of that country for 35 summer days in 2015. It is a unique opportunity to immerse riders in the cultures of the Americas, allow them to learn about the geography and culture of each of the 41 countries and be a part of the largest major multi-sport event our city has ever hosted.

Within the past nine months we have presented this concept to TTC staff and stakeholders including Chris Upfold, Alice Smith, Carla Basso, JP Boutros, the ACAT Design Review Committee and Pattison Outdoor Advertising. Universally the response has been overwhelmingly positive with all parties excited about the potential of being a part of the cultural celebration around the Games in 2015.

TO2015 staff has recently met with government representatives from the 41 countries in Toronto, Ottawa and Washington regarding potential opportunities for augmenting their presence at the Games in 2015. The *Subway Nations* concept was one of the ideas that were presented. Since these presentations a number of countries have contacted us and declared significant interest in the concept.

We believe *Subway Nations* will have a significantly positive impact on how visitors to and residents of Toronto experience the TTC during the Games in 2015 and a partnership with the TTC on this venture is intrinsic to the successful realization of the concept.

Sincerely

Don Shipley  
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PRESENTED TO  
THE COMMISSION

JUN 24 2013