



DID YOU KNOW THAT CANADA WILL BE CELEBRATING IT'S 150TH BIRTHDAY IN 2017?

WHAT IS CANADA 150?

Canada 150: The countdown is on!

54	08	14	17
DAYS	HOURS	MINUTES	SECONDS

Canada's 150th anniversary of Confederation in 2017 is an historic moment with the power to bring people and places together. December 31st, 2016 will be the **Canada 150 Kick Off** in 19 urban centers across the country.

Visit <http://canada.pch.gc.ca/eng/1468854891549> to see where you can celebrate and bring in the new year. There will be different events happening all over Canada, all year long. Be sure to see the event listings so that you and your family can enjoy the festivities.

WHAT DOES CANADA 150 MEAN TO ATC/SMC?

We have officially been approved by the government of Canada to use the Canada 150 logo on our marketing materials including: website, promotional flyers etc. This not only creates awareness of the celebration, but it gives Canadian businesses in our promotional products industry the opportunity to grow sales. (More events in Canada = More sales for for ATC/SMC).

CAN OUR CUSTOMERS USE THE CANADA 150 LOGO?

They will need to apply to be able to use the logo. Please send them this link and let's get everyone on board and ready to celebrate: <http://canada.pch.gc.ca/eng/1469543959157>

CANADA 150 LOGO?



The logo is composed of a series of diamonds, or "celebratory gems", arranged in the shape of the iconic maple leaf. The four diamonds at the base represent the four original provinces that formed Confederation in 1867: Ontario, Quebec, New Brunswick and Nova Scotia. Additional diamonds extend out from the base to create nine more points—in total representing the 13 provinces and territories.

HOW WILL YOU CELEBRATE CANADA 150?

Send the social committee your ideas. (socialcommittee@sanmarcanada.com)