

2022 Royal Canadian Legion
Poppy Campaign Kick-Off
Leslie Subway Station
Friday, October 28, 2022 - 11:00 a.m.

FINAL – 26-Oct-22

TTC will issue the media advisory on October 27, 2022

Purpose: To raise awareness and launch the Annual Poppy Campaign.
Honour the valuable sacrifices made by Canada's Veterans.

Event Location: Leslie Subway Station – Collectors Level (Paid Area)
2774 Old Leslie Street Entrance

Parking: **2760 Old Leslie Street**



Representatives:

- Natalie Poole-Moffatt – Chief Corporate Affairs Officer - EMCEE
- Rich Wong, Chief – Transportation and Vehicles – Speaker
- John Dufort - Royal Canadian Legion District D Commander - Speaker

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Special Guests: Legion Veteran & Veterans from the War Veterans Wing at Sunnybrook Hospital:

- Morris Adams
- *Stan Dinney
- Mary Jarvis
- Jim Lister
- Richard Ratcliffe
- Brenda Reid
- Bert Shinwell
- **Wheelchair*
All other veterans with walkers

Former TTC employees and current employees who served Canada in war and peacekeeping operations:

- Philip Horgan
- Michael N. Nieznalski

Davisville Public School Students (27) from Grade 4 and their:

- Principal: David Finkelstein
- Vice-Principal(s): Wanda Bozzo
- Teacher: Jelena Armus Nikodijevic

Run of Show

- 7:00 a.m. Special Events and Radio Shop staff arrive to begin set-up at Leslie Subway Station
- Special Event staff prepare Refreshment Area set-up and installation of Poppy Display photographs and Poppy balloons to pillars/walls
- 8:00 a.m. Gervais – Delivery of Rentals
- 10:00 a.m. Arrival of Caterer – Marigolds & Onions - set-up by Special Events Staff – Michelle Haddad, Nelly Martins
- 10:15 a.m. TTC Honour Guard arrive:
- Juliette Layne
 - Dwyke Young
 - Briefed Stephen Cartaciano.
 - Following briefing, they take positions at main stage area.

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Corporate Communications staff arrive and handle media.

10:30 a.m. Davisville Public School Arrival

- Jelena Armus Nikodijevic – Teacher
- Grade 4 students,
- Principal David Finkelstein and Vice-Principal Wanda Bozzo arrive from Davisville P.S.
 - Briefed and assembled into place by Stephen Cartaciano.

10:30 a.m. Veterans arrive from Sunnybrook arrive at the Wheel-Trans stop inside bus bay at Leslie Station.

TTC Staff to meet the Sunnybrook Bus and Kathleen Nimigon - Recreation Therapist bringing the Veterans to offer assistance to the accessible elevator from Leslie Station bus bay to Collectors level

- Group Station Manager – John Komakech
- Duty Station Manager - Oneil Savariau
- Special Events - Jane Garofalo

Arrival of Transit Enforcement – Dress Uniform

Media begin to arrive for set-up.

10:45 a.m. Platform Speakers arrive, Chief – Transportation and Vehicles Rich Wong, and Royal Canadian Legion Dignitaries are briefed by Stephen Cartaciano – Special Events

10:50 a.m. Veterans assemble for briefing by Stephen Cartaciano
Staff ensures each veteran have additional poppies for pinning on students

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Agenda

11:00 a.m. **FORMAL AGENDA BEGINS**

Natalie Poole-Moffatt – Chief Corporate Affairs Officer – EMCEE – Welcome

- **READS LAND ACKNOWLEDGEMENT**

Following Land Acknowledgement, Natalie Poole-Moffatt welcomes all and asks guests to stand and join in the singing of *O Canada* (New Version) by Davisville P.S. Class.

- **STUDENTS SING O CANADA!**

Delivers Opening Remarks

- Officially welcome our special guests, it is my honour to recognize former and current TTC employees here today who have served in the Canadian Forces:
 - Phil Horgan.
 - Michael Nieznalski.
 - There are many more in our active and retired ranks who can't be here today.
- Also a special thanks to members of the TTC Honour Guard with us: Juliette Layne and Dywke Young.
- Introduces Rich Wong – Chief Transportation and Vehicles Officer

11:02 a.m. Rich Wong – Chief Transportation and Vehicle Officer welcomes special guests:

- Royal Canadian Legion District D Commander – John Dufort;
- Royal Canadian Legion District D Deputy Commander and Poppy Campaign Chair Victor Sing;
- Veterans from Sunnybrook K Wing:
 - Morris Adams,
 - Stan Dinney,
 - Mary Jarvis,
 - Jim Lister,
 - Richard Ratcliffe,
 - Brenda Reid
 - Bert Shinwell;

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- And Grade 4 students from Davisville Public School;
 - their teacher, Ms. Nikodijevic,
 - vice-principal Ms. Bozzo and
 - principal Mr. Finklestein.

Acknowledges attendance TTC Executives present:

- Keisha Campbell - Chief Diversity and Culture Officer
- Gary Downie - Chief Capital Officer
- Scott Haskill - Chief Strategy and Customer Officer

11:05 a.m. Rich Wong – Chief Transportation and Vehicle Officer delivers remarks

Moment of Silence - (20 Second Pause)

11:08 a.m. Natalie Poole-Moffatt – Chief Corporate Affairs Officer returns to podium and invites John Dufort - Royal Canadian Legion District D Commander to speak

11:12 a.m. John Dufort – District D Commander delivers his remarks

11:15 a.m. Natalie Poole-Moffatt – Chief Corporate Affairs Officer thanks Commander Dufort and introduces **Ella** – student Davisville Public School, to recite the Veteran Letter of James Graham McGuffin a retired deceased employee.

Ella - Recites letter

11:18 a.m. Natalie Poole-Moffatt – Chief Corporate Affairs Officer thanks Ella and invites Rich to return to the podium for final remarks.

11:19 a.m. Rich Wong – Chief Transportation and Vehicle Officer

- So it is my privilege to announce the poppy campaign on the TTC is officially underway.
- It is with special significance that every year at 11 a.m. on November 11, the TTC will pause all service for two minutes of silence across the city in honour and memory of Canada's fallen.
- And every Remembrance Day, all current members of the Canadian Armed Forces in uniform, war and peacekeeping veterans, and one companion, will ride free of charge.
- I would like now to invite Davisville students to stand in front of the veterans to be the first to have a poppy pinned on your lapel.

Photo Opportunity followed by Interviews

Natalie Poole-Moffatt – Chief Corporate Affairs Officer returns to podium at the conclusion of the Photo-Op, and invites all guests to enjoy refreshments.

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Conclusion of Ceremony

- Special Events, staff to assist with serving of luncheon to Veterans
 - Pre-Boxed luncheon for Veterans for early departure – Michelle Haddad
 - Station Staff assigned to Veteran arrivals will assist with Veteran Departures.

12:45 pm Children to receive treats and depart – Nelly Martins

Notes

- Radio Shop responsible set-up, podium, media feed, O'Canada Instrumental, background music prior to and following official program.
- Station Staff to arrange for assistance with parking, customer traffic flow in designating event area and, opening Gateway Newstand, for electrical access for Radio Shop.
- Station Staff to support event by assisting with arrival and departure of Sunnybrook Veterans.
- Plant Maintenance will remove bench in Event Area for the day and will re-install afterwards.
- Corporate Communications to prepare:
 - Media Advisory
 - Background
 - EMCEE notes
 - Speaker Remarks
 - Responsible for Media day of Event
- Transit Enforcement on site for this event
- Special Events designated as crowd control during remarks, (Jane Garofalo and Nelly Martins)
- Staff assigned to handle refreshment table during remarks, (Michelle Haddad and Nelly Martins)
- Staff to be assigned to access restrooms (Nelly Martins and Jane Garofalo)
- Light refreshments will be served at conclusion of remarks (Michelle Haddad and Nelly Martins)
- Tear-down – All

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Event Site

Podium/Remarks (Collectors Level – across from Gateway newsstand):

- surrounded by 30+ chairs
- media placed behind chairs



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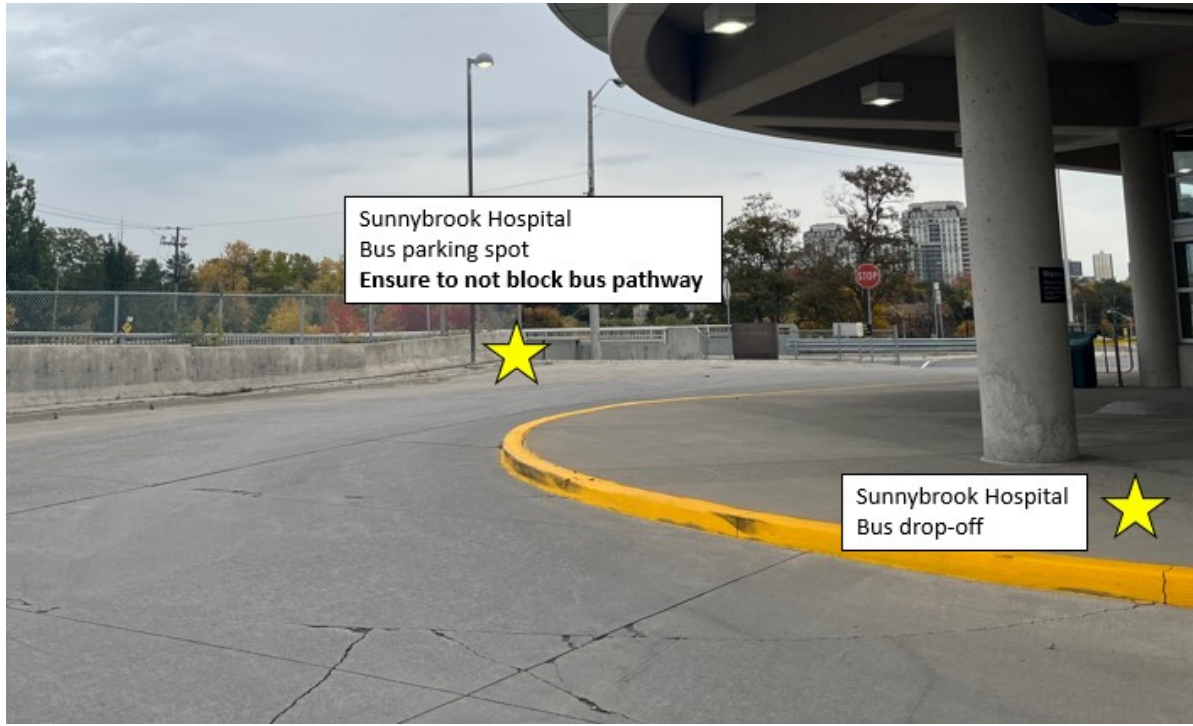
Drop-off

Sunnybrook Hospital – Veteran Drop-off (Wheel-Trans Stop in Bus Bay) 10:30 a.m.



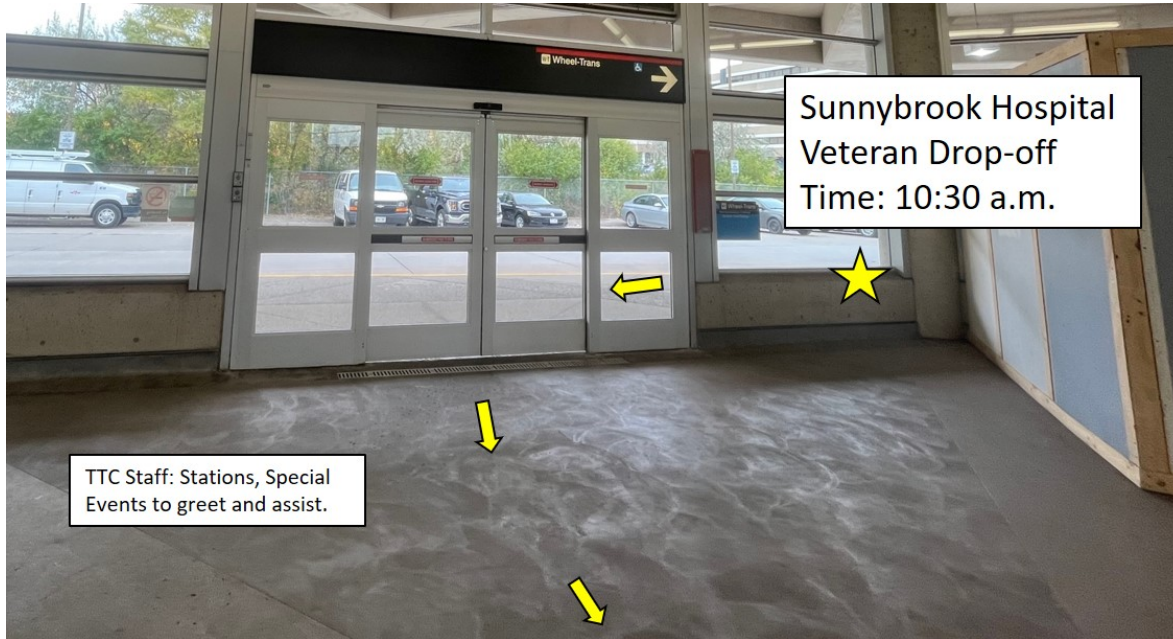
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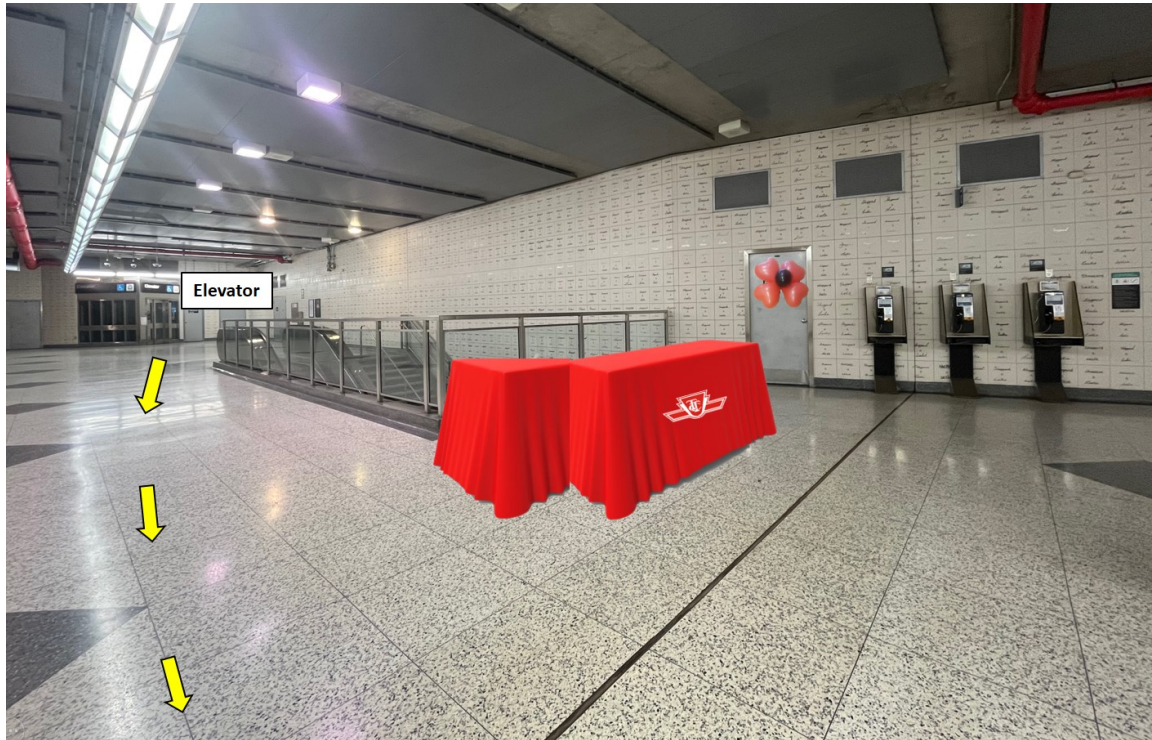
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Refreshments Table:



On-site Contacts:

- Corporate Communications – Hayley Waldman - 647-884-3026
- Special Events - Jane Garofalo – 647-882-0062
- Special Events - Stephen Cartaciano - 647-637-4661
- Kathleen Nimigon – Sunnybrook Recreation Therapist - 416-480-6100 Ext. 3924