



CITY OF
Lethbridge

July 26, 2007

David Harrison
President, Bus Stop Bible Studies
364 – 1920 Ellesmere Road
Scarborough, Ont.
M1H 3G1

Dear Mr. Harrison;

Re: Transit Advertising

Lethbridge Transit has reviewed your request for placing Bus Stop Bible Studies advertising material on our buses. Lethbridge Transit does follow the Canadian Code of Advertising Standards. The City also reserves the right to limit any advertising which may be contrary to the moral and ethical standards of the City and its residents.

Our review finds no reason at this time, based on the examples provided in the correspondence of June 21, 2007, to indicate your advertising material is unacceptable. We do remind you though that the City does reserve the right at any time to request the removal of any advertising it finds contravenes the Canadian code of Advertising Standards or the moral and ethical standards of the City of Lethbridge at the advertiser's expense.

If you have any other questions regarding Lethbridge Transit please contact me at (403) 320-3931 or by e-mail at wcoombs@lethbridge.ca.

Sincerely,

Wade Coombs
Manager of Transit Planning & Schedules
Lethbridge Transit

cc: Transit Manager
Pattison Outdoor Advertising
File