



Media Report

Thursday, June 18, 2009

"RUDY BLAIR INTERVIEWS LOUISE BELLINGHAM"

680News, aired a few times throughout the morning, approximately 3 minutes

Rudy shares why he enjoys hosting the Scotiabank Rat Race for United Way year after year. Louise discusses the importance of the event in these tough economic times.

"SCOTIABANK RAT RACE – B-ROLL"

The Weather Network, Live from the Rat Race, length of coverage unknown

"SCOTIABANK RAT RACE"

CTV Toronto, 11 o'clock news, approximately 1.5 minutes

Rats filled the streets of downtown for the ninth annual Scotiabank Rat Race for United Way. The five kilometre run drew up a flurry of rat racers, some who even donned their very own ears and whiskers.

Friday, June 19, 2009

"1,400 SCURRY FOR UNITED WAY"

Toronto Sun, Brett Clarkson, FRONT PAGE and page 7

The 9th annual Scotiabank Rat Race for United Way last night attracted 1,400 participants who each raised money for United Way's Community Fund.

<http://www.torontosun.com/news/torontoandgta/2009/06/19/9847661-sun.html>

"SCOTIABANK RAT RACE WAS HELD LAST NIGHT IN DOWNTOWN TORONTO"

Ming Pao, photo with caption

The Scotiabank Rat Race was held last night in downtown Toronto's financial district. Most of the participants came from banks and other organizations in the financial sector. They all had a good time.

"SCOTIABANK RAT RACE"

CP24 Breakfast, around 6:30 a.m., length of coverage unknown

Yesterday was the 9th annual Rat Race to benefit the United Way. Last year they raised over \$400,000. They're hoping to beat that this year.

"ANDY BELL DOES THE RAT RACE"

BNN, The Close, 4:50 p.m., approximately 5 minutes

<http://broadband.bnn.ca/bnn/?noadv=1&vid=185091>

"SCOTIABANK RAT RACE"

CTV Toronto, 6 o'clock news, approximately 1.5 minutes

Rats filled the streets of downtown for the ninth annual Scotiabank Rat Race for United Way. The five kilometre run drew up a flurry of rat racers, some who even donned their very own ears and whiskers.

Also present:

- TVO