



LETTER OF SUPPORT

PSA CAMPAIGN

TO WHOM IT MAY CONCERN:

The Canadian Vocational Training Centre is an integral part of Prince George and Northern BC, assisting those who have found themselves out of work, re-entering the work force and needing to upgrade their skills.

They have and continue to support our communities in many ways and Pattison Media is proud to offer this letter of support for their current initiative.

The Canadian Vocational Training Centre invited us to partner with them to bring a greater layer of positivity to the region. We were delighted to embark on this journey to help spread kindness through a thoughtful Public Service Announcement TV campaign.

We cannot control everything that happens in our lives, but we can control our reactions. How we adjust and adapt to adversity, whether with positivity or negativity, makes the greatest impact in our lives and the lives of others. The need to adapt in a healthy manner has been even more prevalent during this time of unprecedented worldwide stress due to the pandemic.

Together, The Canadian Vocational Training Centre and Pattison Media developed, produced, and are currently running a campaign of kind, peaceful, feel good, commercials which we have provided for your review.

Pattison Media thanks the Canadian Vocational Training Centre for recognizing the need and providing a reminder to our communities throughout the North that positivity and kindness can go a long way for everyone.

Sincerely,

Kelli Moorhead

General Sales Manager
Pattison Media Ltd.