



BUSINESS OPENINGS & RIBBON CUTTING CEREMONIES

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SETTING THE DATE AND GETTING ORGANIZED

This guidebook has been designed for formal opening events, but any of the steps can be modified to suit your company's particular needs and budget. Please feel free to call our Marketing & Business Development Office at 905.420.4625 for further assistance.

Decide upon a specific date & time for the event to take place.

Contact the Mayor's Office to ask if he is available or if he can designate someone to represent the City.

Determine a budget for the event.

Decide a time you want **guests to arrive** and a time for the **actual ribbon cutting** ceremony to start. *(This is important for the media; they usually like to arrive just a few minutes prior to the ribbon cutting).*

Put together a staff team and designate responsibilities for each area:

- Spokesperson/Team leader** - ceremony liaison/speeches/staff supervision
- Promotions** - printing invitations, media contact, news releases & follow-up
- Refreshments** - arrange for light refreshments; oversee catering
- Technical requirements** - PA system, podium, lighting (optional)
- VIP's** - reserved parking, seating, name tags (optional)
- Other Considerations**
 - flags
 - mementos/souvenirs
 - photographer

MEMBERS OF COUNCIL AND STAFF GUEST LIST

City of Pickering
Pickering Civic Complex
One The Esplanade
Pickering, ON L1V 6K7

Main Switchboard: 905.420.2222
1.866.683.2760

Mayor

David Ryan

Telephone: 905.420.4600

Members of Council

Jennifer O'Connell, Regional Councillor - Ward 1
Kevin Ashe, City Councillor - Ward 1
Bill McLean, Regional Councillor - Ward 2
Doug Dickerson, City Councillor - Ward 2
Peter Rodrigues, Regional Councillor - Ward 3
David Pickles, City Councillor - Ward 3

Telephone: 905.420.4605

Chief Administrative Officer

Tony Prevedel

Telephone: 905.420.4648

Director, Office of Sustainability

Tom Melymuk

Telephone: 905.420.4625

Manager, Marketing & Business Development

Lynn Winterstein

Telephone: 905.420.4625

Coordinator, Economic Development

Catherine Hodge

Telephone: 905.420.4625

Economic Development Officer

Fiaz Jadoon

Telephone: 905.420.4625

Director, Planning & Development

Neil Carroll

Telephone: 905.420.4617

Director, Corporate Services & Treasurer

Gillis Paterson

Telephone: 905.420.4634

Director, Community Services

Everett Buntsma

Telephone: 905.420.4624

SPECIAL GUEST LIST

Other Guests to consider:

Corneliu Chisu, MP Pickering-Scarborough East
300 Kingston Road, Suite 4
Pickering, ON L1V 6Z9
Telephone: 416.287.0110
Fax: 416.287.6160

Chris Alexander, MP Ajax-Pickering
100 Westney Road South
Ajax, ON L1S 7H3
Telephone: 905. 426.6808
Fax: 905.426.9564

Tracy MacCharles, MPP Pickering-Scarborough East
300 Kingston Road, Unit 13
Pickering, ON LIV 6Z9
Telephone: 905.509.0336
Fax: 905.509.0334

Joe Dickson, MPP Ajax-Pickering
50 Commercial Avenue, Suite 201A
Ajax, ON L1S 2H5
Telephone: 905.427.2060
Fax: 905.427.6976

Roger Anderson
Regional Chair
Region of Durham
PO Box 623
605 Rossland Road East, Level 5
Whitby, ON L1N 6A3
Telephone: 905.668.7711
Fax: 905.668.1567

Kathy Weiss
Director, Economic Development
Region of Durham
PO Box 623
605 Rossland Road East, Level 5
Whitby, ON L1N 6A3
Telephone: 905.668.4113
Fax: 905.666.6228

Susanne Castanier
Senior Business Advisor
Ministry of Economic Development & Innovation
1201 Wilson Avenue, Building C, Suite 314
Toronto, ON M3M 1J8
Telephone: 905.665.4040
Fax: 905.235.4338

Ajax Pickering Board of Trade
144 Old Kingston Road, Suite 3
Ajax, ON L1T 2Z9
Gary Strange, President
Kathy McKay, Executive Director
Telephone: 905.686.0883
Fax: 905.686.1057

MEDIA GUEST LIST

KX 96 New Country FM – 1580 CKDO – 94.9 The Rock

1200 Airport Blvd., Suite 207
Oshawa, ON L1J 8P5
Contact: Terry Johnston (Com. Events)

Tel: 905.571.1019 - Newsroom
905.428.9600 - Office
Fax: 905.571.1150 - General
Email: newsroom@kx96.fm

News Advertiser

130 Commercial Avenue
Ajax, ON L1S 2H5
Contact: Moya Dillon

Tel: 905.579.4473 ext. 2297
Fax: 905.683.0386 (Newsroom)
Email: mdillon@durhamregion.com

Rogers Television 10

301 Marwood Drive
Oshawa, ON L1H 1J4
Contacts: Debra Hutchison (Producer)

Tel: 905.436.4155 (Newsroom)
Fax: 905.579.0955
Email: debra.hutchison@rci.rogers.com

Channel 12 – CHEX TV Durham

7-500 Wentworth Street East
Oshawa, ON L1H 3V9
Contact: Mark Orton

Tel: 905.434.2421 Ext. 231 (News)
Fax: 905.432.2315
Email: mark.orton@corusent.com

CTV Local News

9 Channel Nine Court
Scarborough, ON M1S 4B5
Contact: Kavan Lee (Assignment Editor)

Tel: 416.332.7100
Fax: 416.299.2273
Email: cftodesk@ctv.ca

Toronto Star - 905 Bureau

1315 Pickering Parkway, Ste 215
Pickering, ON L1V 7G5
Contact: Carola Vyhnač

(Note: prefers releases to be sent by email)
Tel: No Landline
Fax: 905.831.5152
Cell: 905.242.0962
Email: cvyhnač@thestar.ca

Toronto Sun

333 King Street East
Toronto, ON M5A 3X5
Contact: Kevin Hann

Tel: 416.947.2211 (Assignment Editor)
Fax: 416.947.1664
Email: torsun.citydesk@sunmedia.ca

Durham Business Times

130 Commercial Avenue
Ajax, ON L1S 2H5
Contact: Tamara McKee

Tel: 905.426.4676
Fax: 905.426.6598
Email: tmckee@durhamregion.com

AjaxPickering.ca

40 Old Kingston Road, Suite 223
Ajax, ON L1T 2Z7
Contact: Brian Evely

Tel: 905.231.0408
Email: gm@ajaxpickering.ca

SNAP Pickering Inc.

40 Old Kingston Road
Ajax, ON L1T 2Z7

Tel: 905.239.0940
Email: info@snappickering.com

Retail Pages

Box 607
Pickering, ON L1V 3T3
Contact: Rocco Racioppo (Publisher/CEO)

Tel: 416.779.2523
Fax: 905.420.1277
Email: retailpages@sympatico.ca

Novae Res Urbis (NRU)

2060 Soho Street, Suite 330
Toronto, ON M5T 1Z7
Contact: Amy Lazar

Tel: 416.260.1304
Fax: 416.979.2707
Email: newsrelease@nrupublishing.com

680 News

777 Jarvis Street
Toronto, ON M4Y 3B7
Contact: Charlene Close

Tel: 416.413.3930
Email: Charlene.close@680news.rogers.com

Greater Toronto Marketing Alliance – Hot News

25 Adelaide Street East, Suite 811
Toronto, ON M5C 3A1
Contact: Tony Romano

Tel: 416.360.5758
Fax: 416.360.7331
Email: tromano@greatertoronto.org

RIBBON CUTTING CEREMONY SUPPLIES

All the items listed on this page are suggested for a formal opening event, they can be modified to suit your company's particular needs and budget.

- 15 feet of wide ribbon and large bow
- One pair of fairly large scissors (our office can provide)
- Allocated reception area – number of tables and coverings
- Pots of flowers/plants for decoration
- Photographer (optional)
- Memento (optional) - a small gift to give to guests such as a mug, pen, key chain or model of product manufactured

SAMPLE RIBBON CUTTING CEREMONY PROCEDURE

Determine an appropriate location for the ceremony to take place. It may be outdoors if weather permits. Take into consideration the backdrop for photographs.

A company representative should greet guests upon arrival.

Once your speakers have arrived, ask guests to gather at the ceremony location.

Agenda for Ceremony:

Welcome & greetings by a master of ceremonies (company spokesperson).

M/C to introduce President/Owner/Operator and other executive staff. President to give a brief speech.

M/C to introduce Mayor Ryan (or his designate) and ask him to say a few words. Mayor Ryan will introduce members of Council and City staff present.

If an MP, MPP or other dignitaries are present, they would be introduced by the M/C and asked to speak at this time.

M/C to invite the President, the Mayor, City Councillors and other dignitaries to come forward for the ribbon cutting.

Ribbon can be held by staff or tied to an entranceway or staircase.

M/C to hand scissors to the Mayor who cuts the ribbon. Allow a few minutes for photographs.

M/C to thank everyone for attending and invite guests to enjoy the refreshments.

SAMPLE MEDIA RELEASE

The media release should be factual, balanced and answer “who, what, where, when and how?” within the first paragraph. Include a contact name, phone and fax number. It should be faxed to the media listed on page 4, seven days prior to the event.

The media release should go out on company letterhead and be typed in double line spacing.

Attach information package about the new business and your company profile.

FOR IMMEDIATE RELEASE OPENING & RIBBON CUTTING

Information contact:

Mr/Mrs. _____

Phone No: _____

COMPANY NAME
Day Month Year
Time am/pm
Location

(Full Pickering street number and address with nearest intersections)

MEMBERS OF THE MEDIA ARE INVITED TO AN OPENING AND RIBBON CUTTING CEREMONY FOR

(Company name) ON (Day Month Year) AT (time am/pm)

LIGHT REFRESHMENTS WILL BE SERVED.

INFORMATION ABOUT THE NEW BUSINESS IS ALSO ATTACHED.

- 30 -

Type in this number, it depicts end of press release; media staff will know not to search for more pages.

SAMPLE INVITATION

It is customary to have a printed invitation mailed out to all guests; an electronic version is also suitable. It is also appropriate to send the invitation on the company letterhead.

Sample invitation

MR/MS _____

PRESIDENT OF

(COMPANY NAME)

cordially invites you to attend the

OPENING AND RIBBON CUTTING CEREMONY

FOR OUR NEW STORE/HEAD OFFICE

ON

(day/month/year)

AT

(time am/pm)

LOCATION

(full Pickering street number and address with nearest intersections)

light refreshments will be served

RSVP by (date)

name & phone number