



December 21, 2009

The Vancouver Organizing Committee  
for the 2010 Olympic and Paralympic Winter Games (VANOC)  
#400 – 3585 Gravely Street  
Vancouver, BC, V5K 5J5

Attention: Mr. John Furlong, CEO

Dear Sir;

**Re: *Future Billboard Advertising  
Potential Boycott of Products and Services***

Recently, the Squamish First Nation completed the installation of several LED type billboards at various Lower Mainland locations including the Burrard Street Bridge, an exit off the Lions Gate Bridge, and on the Trans Canada Highway near approaches to and from the Ironworkers Memorial Bridge. These are all very strategic locations and with high exposure. No doubt, that is why these locations were chosen.

We have recently been advised that VANOC is now the Lessee to the advertising rights of these billboards for a period of time coinciding with our hosting of the upcoming Olympic Games.

It's not our wish today to debate the merits of these billboards with you, except to say that they are almost universally opposed by area residents, because of the inherent traffic safety concerns and the perceived degradation of our scenic heritage. We believe that the scenic heritage of our region is fundamentally important to the continuation of our collective well being, to our economic prosperity and to the quality of our everyday lives. And no doubt our scenic heritage was a major influence on Vancouver being selected as the host city for the 2010 Olympics.

The state of the art billboards presage a new era in private messaging into public spaces in the Lower Mainland. These are not the static billboards of yesteryear but are essentially giant LED TVs on a popsicle stick with frequent message rotations, and ambient luminosity levels making them impossible to ignore.

Many residents throughout the Region, across Canada and North America have signed and continue to sign on a daily basis a petition (<http://www.stopthebillboards.ca>) declaring their commitment to a boycott of any product and service so advertised on any of these billboards.

Currently that number of signatories to the petition approximates eleven thousand (11,000) and continues to climb daily. We invite you to visit our website and view the signatures, and the various comments. Here is a sample from some recent posts over the last 24 hours.

3658 Garibaldi Drive  
North Vancouver, B.C.  
Canada V7H 2X8  
Tel. 604.929.0797  
Fax. 866.824.9678  
[www.stopthebillboards.ca](http://www.stopthebillboards.ca)



“I will stop at nothing until these billboards are taken down. I intend to passionately boycott any company that uses these billboards to advertise. And I will let them know about it.”

Graeme

“Not only are the billboards an eyesore but the clear cutting of the longstanding trees around the one at the Lion's Gate Bridge is appalling. The surrounding land has been left a mess with no regard for appearance and esthetic to the neighbours. Clearly it is all about the money. I too will boycott advertisers.”

Allison Verheyde

“I am boycotting any company or product that advertises on those hideous billboards. I will not buy any local native-made products, because so far they are only advertising their nation. It remains to be seen if anyone else will pay for advertising.”

Paula Bihan

Make no mistake then, sir that we are resolved to assist in the launch of an IMMEDIATE boycott of certain VANOC World and National Partners' products and services in the event that any advertising messaging goes live.

Mr. Furlong, we are very proud of what you, Jack Poole and the rest of your VANOC Team have accomplished these last few years and like many fellow residents we all stand ready to welcome the world to our province in less than 60 days. It will be a most exciting time, and no doubt will be viewed by billions of people around the globe and reported on by thousands of reporters and hundreds of networks.

It should be obvious therefore, that any World or National Partner company risks significant worldwide brand assailment if they choose to advertise on any of these billboards.

VANOC can show its good citizenship and advertising discretion by standing with the vast majority of the public and consumer market on this issue. Prevent the boycott. Do not advertise on these billboards.

Yours truly

Wayne B. Hunter, Chair  
Citizens for Responsible Outdoor Advertising

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