

Section 9

Street Distribution of Publications By-law No. 9350

9. 2010 Winter Games advertising

After section 7.4 of the Street Distribution of Publications By-law, Council adds:

“Celebratory signs

7.4.1 Until the earlier of a date required by the Chief License Inspector and December 31, 2010, the exterior of a news box may include celebratory signs.

Conditions for celebratory signs

7.4.2 The following conditions apply to a celebratory sign:

- (a) it does not require a permit;
- (b) it must not contain any copy area larger than the front, back, or side of the news box to which it is affixed; and
- (c) it must not include any third party advertising, except that, subject to compliance with the Olympic and Paralympic Marks Act (Canada), it may include one or more marks set out from time to time in Schedule 1 or Schedule 2 to that Act.”

