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To: "[Direct to Mayor and Council - DL](#)"  
CC: "[City Manager's Correspondence Group - DL](#)"  
Date: 12/18/2020 9:00:51 AM  
Subject: Upcoming Social Media Campaigns  
Attachments: ShopLocal-1728x864-Pattison.jpg  
NYE Stay Home Pattison Ad 1728x864.jpg

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Dear Mayor and Council,

As part of our public service communications regarding New Year's Eve, and to help discourage gatherings, we have developed a campaign based on the hashtag #ComfyForTheCountdown. We'll be promoting the idea of COVID-safe activities for New Year's Eve, including dining out to support local restaurants, but for folks to be home by midnight. We will also be highlighting livestream events and other "stay at home" options. This aligns with the Vancouver Coastal Health messaging and approach, and with Translink which has announced no extra transit services for New Year's Eve. Example of our creative which you may see on digital billboards, transit shelters and social media is attached.

Prior to December 25<sup>th</sup>, also in alignment with Vancouver Coastal Health, we will be promoting #ShopLocal and #DineLocal, and will be helping to amplify specific shopping campaigns our local BIAs have planned on social media. An example of that artwork is also attached. This campaign starts Saturday.

Best,  
Sadhu

**Sadhu Aufochs Johnston** | City Manager  
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Pronouns: he, him, his



*The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.*



This holiday season we can still celebrate safely and support local businesses by obeying the public health orders.

Stay local, shop local and dine local— but only with your household/core bubble.

Let's work together to slow the spread of COVID-19.



# STAY LOCAL

Thank you to our media partners for supporting this message

Wherever you warm up for  
the countdown, stay COVID-19  
safe by getting home before  
midnight to ring in #NYE2021

#ComfyForTheCountdown  
#CrowdsAreSo2019



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