

## Craig Lederhouse

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**From:** Craig Lederhouse  
**Sent:** Wednesday, May 25, 2022 4:47 PM  
**To:** Kim Onrait; Pat Hanley  
**Subject:** RE: I Love Regina sign

16(1)(b)

The sign's coming out because it's outdated branding.

We're relaunching "I Love Regina" this year with refreshed branding. I think there was also an idea to remove it in time for FCM.

Our first "I Love Regina" News release announcing the return of the event this August in Victoria Park goes out June 1.

16(1)(b)

I just wanted to make sure you were looped in on it.

Craig

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**From:** Kim Onrait <[REDACTED]>  
**Sent:** Wednesday, May 25, 2022 4:34 PM  
**To:** Craig Lederhouse <[REDACTED]>; Pat Hanley <[REDACTED]>  
**Subject:** Re: I Love Regina sign

16(1)(a)(b)

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**From:** Craig Lederhouse <[REDACTED]>  
**Sent:** Wednesday, May 25, 2022 4:27:54 PM  
**To:** Kim Onrait <[REDACTED]>; Pat Hanley <[REDACTED]>  
**Subject:** I Love Regina sign

Hi Kim,

I've just received word that the plan to remove the "I Love Regina" sign from the City Hall courtyard has fallen into the FCM "beautification" work that we're doing this week. I think this happened a couple of weeks ago, and Jill was on top of it. She's away this week... and suddenly...

### **It's been recently prioritized**

**The "I Love Regina" sign it will be removed first thing tomorrow morning.**

It'll be replaced by a flower bed in the short term. Longer term plan yet to be determined.  
The sign's going into storage... if it survives the removal process.

Not a real big deal, but I wanted you to know about this... and get your thoughts on a couple of things:

-do you think we need to send Council a note?

-if we get media requests, I'm thinking a short statement will suffice, but I wanted to run that past you first

Thanks,

**Craig Lederhouse**  
Manager, Strategic Communications  
Communications and Engagement



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