

The word "HALIFAX" is written in a bold, white, sans-serif font, centered within a dark blue triangular shape that points downwards.

Heads Up Halifax

Traffic Safety Celebration

June 25, 2015

Key elements

- Corporate Partnership
- Connecting crosswalk safety to traffic safety
- Breaking through message clutter
- Leveraging social media



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Office of the Mayor @MikeSavageHFX · May 30

Crossing the #crosswalk safely for @hfxgov @TELUS #HeadsUpHalifax event at Victoria Park & @SpringGardenRd today!



RETWEETS
14

FAVORITES
17



12:58 PM - 30 May 2015 - Details

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Questions?

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