HALIFAX

Heads Up Halifax

Traffic Safety Celebration

Key elements

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









ΗΛΙΙΓΛΧ

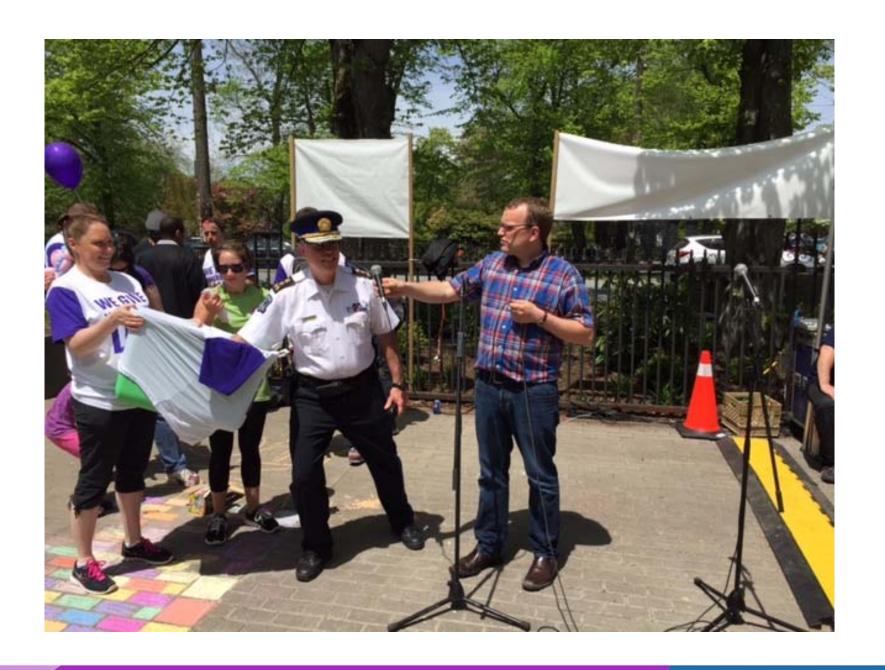






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Office of the Mayor @MikeSavageHFX - May 30

Crossing the #crosswalk safely for

@hfxgov @TELUS #HeadsUpHalifax

event at Victoria Park &

@SpringGardenRd today!









RETWEETS

FAVORITES













12:58 PM - 30 May 2015 - Details

Questions?