

GOOD NEWS TORONTO

www.goodnewstoronto.ca

Our Everyday Heroes



Our History & Vision

Good News Toronto is an advocate and resource for community building in the city of Toronto. By profiling the many diverse, creative, and compassionate people who contribute to the city, the goal of **Good News Toronto** is to affect its social, environmental, and economic life in a positive way. **Good News Toronto** is a not-for-profit free monthly print and online publication with no political or religious affiliation.



Strengthening our community one story at a time!

"I decided to start the newspaper after I heard some friends complaining about how dangerous the city had become. My friends had not personally been victims of violence. I felt that the media was responsible for their perception. I have been surrounded by generous, kind, and inspiring people. The hundreds of Torontonians reaching out to help each other rarely make it into mainstream news. Thus, I embarked on the project of honouring these wonderful people by dedicating an entire newspaper to them. The first issue of Good News Toronto: Our Everyday Heroes came out February 2008."

- Eva Karpati,

Publisher, Editor & Creator of Good News Toronto

evakarpati@goodnewstoronto.ca

Placing your ad in **Good News Toronto** will have a positive impact on your target market.

Good News Toronto is fresh and real! Now in its fourth year and over 400 everyday heroes have been featured! We encourage everyone to look at our neighbours as heroes and to treat each other with respect and understanding. The portrait painted in the paper is of Torontonians wanting to be involved and engaged.

- **10, 000 copies distributed** monthly to **over 630 locations** throughout the GTA including key social, community, and business centres
- Average of two readers per copy translates into around **20, 000 readers**
- **Per impression costs** are as low as **.03¢ to .05¢** for full page ads and **.003¢ to .005¢** for a business card sized ad
- **Our target market** is made up of educated, community involved Torontonians who care about the future and well being of this city.
- A **not-for-profit** community newspaper

Good News Toronto is the place to reach your customers!

What **Our** readers have to say:

"Good News Toronto is the only newspaper I read. It is filled with inspirational stories and positive news and resonates with me. This is Eva Karpati and her Team's labour of love, and it shows. I must say that I automatically trust the advertisers featured in GNT. I've recently visited Boom Restaurant on College Street because I had seen an ad in this uplifting paper. Keep it up GNT!"

- Gilles Gagnon

GNT is growing!

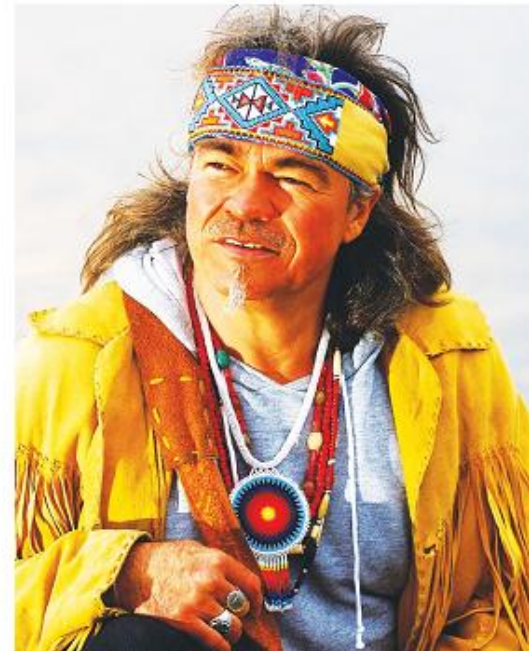
Good News Toronto recently became one of the first businesses to be invited to join **INGDirect's Network Orange Café**. This will allow **GNT** to work with other innovative businesses in their collaborative workspace in the heart of downtown Toronto.

February 2011

Issue 1, Volume IV | GOOD NEWS TORONTO



The Health and Healing Issue



Danny Beaton, committed to healing the planet one ceremony at a time

Photos by David Adamson & Levis

Healing Mother Earth as a Means to Healing Ourselves

Danny Beaton is an advocate for Native culture and for saving Mother Earth. In the past 25 years he has made tremendous headway to ensure that the public understands the importance of protecting the land and biodiversity that give us great insights, including travelling available to speak on these issues, in an effort to heal the very Earth that give us life.

Continued on page 13

Inside This Issue



1000+ students keeping the Olympic flame through song and dance page 11



11 of 17 medical students on a mission to help our community page 3



Kindness Activities of 45 Ages take to the streets to deliver warmth page 7



Father and daughter hit the road to keep the Olympic on mental fitness



Nutritious and healthy Valentine's Day Dinner recipe for two page 10

"Congratulations on another successful edition of Good News Toronto! I am always interested to read your comments, and it is encouraging to read about all the good people and good deeds in our city. Keep up the good work!"

- Agnes Bleiwas

- Showcasing your business at a reasonable rate.
- Being part of the growing trend of businesses demonstrating their social consciousness by being associated with good news and good people.
- Reaching **over 10, 000 readers in 630 locations across the GTA!**
- 10, 000 copies distributed with an average of 2 readers each brings the potential number of **ad viewers closer to 20, 000!**
- Receiving **free web advertising** on our recently redesigned website at <http://www.goodnewstoronto.ca/> with the purchase of print advertising.

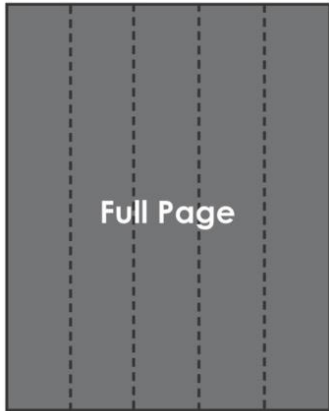


"I have contacted one of your advertisers, and plan to contact another one. I will of course let them know where the contact comes from. The fact that they advertise in Good News Toronto makes me believe that I am talking to good people"

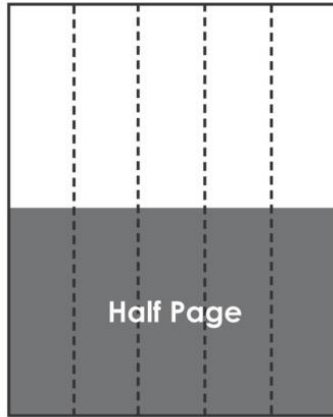
- Andrew Borbas

Advertisement Specifications

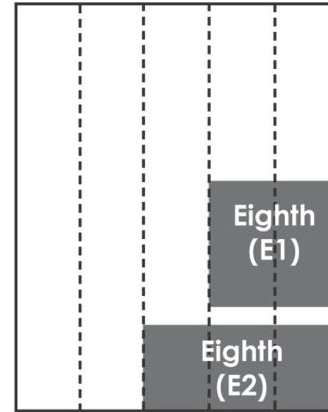
Range of Width
 Single column – 1.85”
 Two columns – 3.9”
 Three columns – 5.9”
 Four columns – 7.95”
 Five columns – 10”



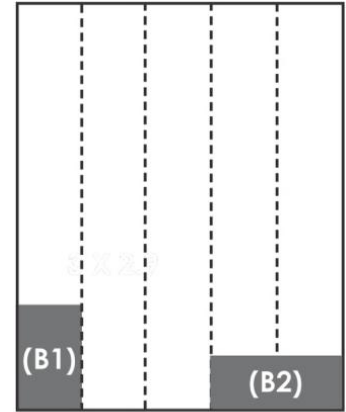
Full
5 Columns X 14”



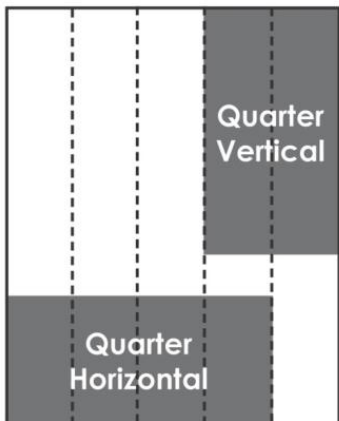
Half
5 Columns X 7”



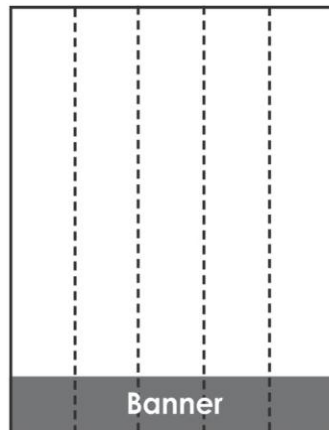
Eighth
2 Columns X 4.375” (E1)
3 Columns X 2.9” (E2)



Business Card
1 Column X 4” (B1)
2 Columns X 2” (B2)



Quarter
2 Columns X 8.75”
4 Columns X 4.375”



Banner
5 Columns X 2”

Production Requirements

All images and corporate logos should be 300 DPI resolution, CMYK colour as PDF, JPG or TIFF files. Images intended for printing in colour should be saved in CMYK and images intended for black and white production should be saved in greyscale.

Contact information

Eva Karpati evakarpati@goodnewstoronto.ca

Advertising advertising@goodnewstoronto.ca or call 416 661 2556

What Advertisers have to say about **Good News Toronto**:

“I placed an ad in Good News Toronto and got a new client the same day the paper was published! I’ve been happy with the results I’ve seen from placing my ad in Good News Toronto.”

- Ryan Taylor, Computers Made Easy

“Sanofi pasteur is pleased to support Good News Toronto by advertising in each issue. A publication that concentrates on sharing news about uplifting and noteworthy people, along with events that take place in the community, is well worth getting behind.”

- Nancy Simpson,
Director of Communications Sanofi Pasteur Limited

“Advertising our practise in Good News Toronto has not only garnered us new clients it has also increased our profile as a community-minded business.”

- Dr. Jesin and Dr. Eisen,
City Centre Dental



Press & Media

- CBC Radio: Metro Morning
- Global TV: Making a Difference
- CP24
- Thatchannel.com <http://thatchannel.com/>
- CFRB: Spider Jones Show
- Always Good News <http://www.ctstv.com/agn/>

**Good News
Toronto is
getting its name
known!**

Good News Toronto supports the community in many ways

Good News Toronto community event sponsorships:

- Ontario Walks 2011
<http://ontariowalks.com/>
- The Mint Film Festival,
<http://www.mintff.org/>
- Across U-Hub City Mosaic
www.citymosaic.ca

The Kindness Campaign is a social project organized by *Global Awakening in Action* and **Good News Toronto**. The collaborative project seeks to spread more kindness at home, at work, and in the world.



KINDNESS CARD

This Random Act of Kindness is sponsored by
Good News Toronto and Global Awakening In Action

Please help us **keep the kindness going...**
Give this Kindness Card to the next person you help
After you **pay it forward**, write a brief description
of your act of kindness and email it to: **info@goodnewstoro**

If your story is printed in our paper, you will receive
FREE Kindness Pays T-Shirt as a reminder of your gr

In collaboration with
www.goodnewstoronto.ca
www.globalawakeninginaction.org

Visit us on
www.facebook.com/kindness.pays



Good News Toronto T-Shirts For Sale

These 100% cotton t-shirts are now available to purchase by calling 416-661-2556 or going online at www.goodnewstoronto.ca

They come in women's sizes small, medium, and large and men's sizes large and extra large. The cost is \$15 plus shipping and handling. All proceeds go towards funding our not-for-profit news paper.

Good News Toronto T-Shirts For Sale

April 2011

The Mint Film Festival
PRESENTS
Capturing Reality: The Art of Documentary
Thursday, April 28th - 2:00 pm
Rainbow Cinema Market Square
100 Front Street East

\$5 for students & seniors
Reserve your tickets today!
email: info@mintff.org
Phone: 416-979-5046
www.mintff.org

In Association With
FISD & **W47**

CITY MOSAIC
Let's experience Toronto together!
Challenge your team in an 8 hour race through the city

DATE: May 28, 2011 (Sat)
TIME: 8:30am - 7:00pm

REGISTRATION AT SCARBOROUGH CIVIC CENTRE

ELIGIBLE AGE: 16 and above

PROGRAM FEE: \$100 per team of 4

EARLY BIRD: \$80 per team of 4 (Before APRIL 22, 2011)

REGISTRATION DEADLINE: May 9, 2011

Website: www.citymosaic.ca
Inquiry: 905-944-1944
Email: citymosaic@acrossuhub.com
Organizer: Across U-Hub

Government of Ontario
Government of Canada
Canada