

Dear friend of safe cycling,

Released in June 2017, the Vision Zero Canada Bike Sticker Multipack is a set of 8 bike-sized stickers, costing just \$10 and designed to hang on a wall rack.

These provocative little messages are printed on weatherproof vinyl. Scaled for bike frames, they would also look good on helmets, laptops, tablets, skateboards, wheelchairs, strollers ... you get the idea!

As a way to support Vision Zero Canada without the usual sponsors and grants, I'm trying to get these multipacks into bike stores, coffee shops, schools, or any community-minded venues near you. You can also sell multipacks, or give away individual stickers, at safe streets events.

You'll want your store or venue to carry these stickers so you can:

- get listed as a VZC sponsor for every dollar you give
- make your money back, with a 20% profit, for every pack you sell
- have customers find your store on the VZC website
- receive free social media promotion from Vision Zero Canada
- support safer, stronger communities—which are great for business!

The attached copy is a gift to you, for use or resale. You can purchase six additional multipacks for \$50. Details on our website at:

**[www.visionzero.ca/bikestickers/](http://www.visionzero.ca/bikestickers/)**

Thank you for your attention, and for helping us build stronger, safer communities.

Yours in solidarity,

A handwritten signature in black ink, appearing to read 'Graham Larkin', with a long horizontal flourish extending to the right.

Graham Larkin  
Executive Director, Vision Zero Canada / Love 30 Canada