

31 March 2014

Ian Apperley
FYI.org.nz

By email to: fyi-request-1474-d470a034@requests.fyi.org.nz

Dear Mr Apperley

Thank you for your patience following your request to the Council, initially received on 18 February 2014, and your subsequent email regarding your request on 20 March 2014. As I advised in my initial response of 20 March 2014, I have been asked to provide you with an answer to your request.

In your request, you asked for the following information:

“I am interested to know if the Council has provided financial support to “The Friendly Cyclist” initiative (<http://www.thefriendlycyclist.co.nz/>) and if so, how much and for what.

So;

Has the Council made any financial contribution to this initiative and if yes; What was the total cost and; How was that broken down (i.e. Posters to support the campaign) and; Who was the legal recipient (person or company) that received any monies (if relevant)”

Please find the Council response to your questions as follows:

Has the Council made any financial contribution to this initiative

Yes

What was the total cost and;

\$20,257

How was that broken down (i.e. Posters to support the campaign);

\$7,050 develop films and advertising collateral - 2012 and 2014

\$ 932 printing costs for posters

\$12,275 targeted online advertising links to website (Google, Trademe, Metservice, Facebook)

Who was the legal recipient (person or company) that received any monies (if relevant).

CycleAware Wellington

Little Fighter Films

Please contact me if you have any questions.



Yours sincerely

A handwritten signature in blue ink, appearing to be 'Chris Brown', written in a cursive style.

Chris Brown

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