



Tsi Nahò:ten Karihwanákere Nó:nen'k

PRESS RELEASE

Media Inquiries:

Gene Diabo

Communications Officer,
Operations

(450) 632-7500 ext. 63254

gene.diabo@mck.ca

Technical

Contact:

Neil McComber

Director of Public
Relations

Mohawk Council of Kahnawà:ke

Kahnawà:ke Mohawk

Territory

P.O. Box 720

J0L 1B0

Tel: (450) 632-7500

Fax: (450) 638-5958

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Unit

KYC to begin selling advertising for Services Complex Billboard

For Immediate Release

(Kahnawake – 3, Kenténha/October 2017) The Mohawk Council of Kahnawà:ke (MCK) is pleased to announce that the Community Billboard will soon be in use at the Kahnawake Services Complex (KSC), with all advertising proceeds benefitting the Kahnawake Youth Center (KYC). In preparation, the KYC will begin selling advertising to be ready for the Billboard's operation.

MCK Public Relations owns and operates the Billboard, but have given the KYC the opportunity to sell advertising on the Billboard as a fundraising initiative for a period of one year (November 1, 2017, to October 31, 2018). The MCK will run a ticker at the bottom of the billboard, sponsored by K103 Radio Bingo. MCK Public Relations will be in charge of the ticker content while the KYC will decide what ads go on the majority of the billboard, based on guidelines agreed to by the KSC Building Committee.

Those interested in supporting the KYC by advertising on the billboard may contact Laurie Deer at 514-292-4989 or Lois Williams at 450-635-2947 for more information. Recent traffic studies revealed over 1200 vehicles visit the Services Complex daily, in addition to hundreds of pedestrians.

The Billboard was erected in the summer but required a special plexiglass protective coating, which is expected to be installed this month. Further, the Finance And Operations Committee (a sub-committee of Chiefs) had to approve the KYC request to have the Billboard stay on all evening, following neighbor consultation, in which only one household was opposed. The decision was to dim the billboard in the evening, requiring a dimmer switch be installed. The installation of the dimmer switch can only happen after the plexiglass is in place. Following these installations, technical testing will take place and an official opening date for the billboard to be 100% operational will be announced.

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