

**NOTICE OF DECISION
of the
ADVERTISING REVIEW PANEL**

IN THE MATTER OF 43 “Request for Review of Advertising” forms received between May 25, 2018 and May 29, 2018, filed by applicants with the Office of the City Clerk as per the Advertising Review Panel Terms of Reference, with respect to an Advertisement on 14 MiWay buses.

AND IN THE MATTER of the meeting of the Advertising Review Panel on May 31, 2018, to review and address the “Requests for Review of Advertisement” on MiWay buses.

IT IS THE DECISION of the Advertising Review Panel:

THAT the information provided by City staff be received for information. The Panel accepted the clear legal advice provided; the City does not have grounds to refuse the ad. The ad does not offend the Canadian Code of Advertising Standards and the City Solicitor advised that “the Supreme Court of Canada decision in *Greater Vancouver Transportation Authority v. Canadian Federation of Students*, which dealt with advertisements on buses and freedom of expression protection, makes it clear that the City does not have grounds to refuse the ad.” The advertisement will therefore remain in place on the sides of the 14 MiWay buses for the duration of the assignment, from May 18, 2018 to July 14, 2018.

This decision is final and binding.

Dated at the City of Mississauga, May 31, 2018.

Councillor Nando Iannicca, Ward 7
Councillor Pat Saito, Ward 9
Councillor Sue McFadden, Ward 10

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