



Corporate Services Department  
Finance Department

## Memorandum

TO: Members of Council

FROM: Dino Basso, Commissioner of Corporate Services  
Bill Hughes, Commissioner of Finance and Regional Treasurer

DATE: April 13, 2017

RE: **#YRMatters Receives 2017 Internet Advertising Competition  
Best in Government and Best of Show Awards**

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In March, York Region received the Best Government Online Newsletter Campaign award and Best of Show Online Newsletter Campaign award in the Web Marketing Association's 2017 Internet Advertising Competition (IAC) for its e-newsletter #YRMatters.

The IAC highlights the best in digital media across 96 industries and nine online formats, receiving submissions across the globe in categories such as online advertising, video, mobile, newsletter, email and social media.

Not only did #YRMatters win best in government but, as winner of a Best of Show award, it is ranked among top global organizations such as Disney Creative Group and USA Network who won Best of Show in other categories.

#YRMatters launched in 2015 as a joint initiative between the Corporate Services Department and Finance Department. The publication is produced and distributed bi-weekly to deliver timely and engaging Regional content directly to citizens' inboxes. #YRMatters regularly performs well above industry average for reader engagement and, last year alone, grew in subscribers by 41 per cent. Those interested in receiving #YRMatters can subscribe at [york.ca/enews](http://york.ca/enews).

#YRMatters is another way to communicate Council's efforts to residents and aligns with our commitment to expand customer service access for residents.

April 13, 2017  
To Members of York Regional Council

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Dino Basso  
Commissioner of Corporate Services

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Bill Hughes  
Commissioner of Finance and  
Regional Treasurer