

## Basement Flooding Prevention Advertising Campaign

Toronto Water's comprehensive basement flooding prevention advertising campaign launched this week. This is the fourth year this campaign is running, and once again the strategy is to create both awareness and action – awareness of the possibility of basement flooding, along with practical tips on what homeowners can do to help prevent basement flooding.

The advertising campaign includes:

- Print ads in newspapers:
  - Dailies (Toronto Star, The Globe and Mail, Metro Toronto, and 24 Hours)
  - Community newspapers
  - Multilingual newspapers
- Out of Home:
  - TTC subway poster ads
  - TTC bus shelter ads
- Radio:
  - :30 second recorded ad (English and Chinese)
  - :10 second announcer read message on traffic reports
- Online ads:
  - English news sites
  - Multilingual news sites
- Mobile ads

The bulk of the campaign will run for four weeks, with bus shelter ads extending to early June.

The ads link to or include a call to action to visit [toronto.ca/basementflooding](http://toronto.ca/basementflooding), a Toronto Water web page that provides useful information for homeowners. Examples of the creative can be found on the following pages.

For more information on the range of programs and services delivered by Toronto Water, please visit [toronto.ca/water](http://toronto.ca/water).

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Advertisements to appear in newspapers, on the subway and in bus shelters:

## BASEMENT FLOODS ARE ON THE RISE.

## DON'T LET YOUR BASEMENT BE NEXT.

Together we can stop heavy rainfall, melting snow and runoff from ending up in your basement. At the City, we're doing our part by continually updating and maintaining Toronto's complex underground pipes, sewers and catch basins. Now it's your turn. Here are some tips to help you flood-proof your home.

<p><b>Fix cracks in your foundation.</b></p> 	<p><b>Ensure the ground slopes away from your house.</b></p> 
<p><b>Clear debris from eavestroughs and downspouts.</b></p> 	<p><b>Install a sump pump to remove excess water.</b></p> 
<p><b>Install a backwater valve to prevent water and sewage from backing up.</b></p> 	<p><b>Divert your downspouts away from the foundation.</b></p> 

For more information on flood-proofing your home, go to [toronto.ca/basementflooding](http://toronto.ca/basementflooding)



Call **3 1 1**



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## IS YOUR BASEMENT NEXT?

Together we can stop heavy rainfall, melting snow and runoff from ending up in your basement. At the City, we're doing our part by continually updating and maintaining Toronto's complex underground pipes, sewers and catch basins.

Now it's your turn. Find out how to flood-proof your home at [toronto.ca/basementflooding](http://toronto.ca/basementflooding)



Call 311



New for this year's initiative, mobile advertisements that extend the reach of the campaign:

