



# The Canadian Guide to Hiring Veterans Launch Event Report

## MEDIA CAMPAIGN

October 18, 2020

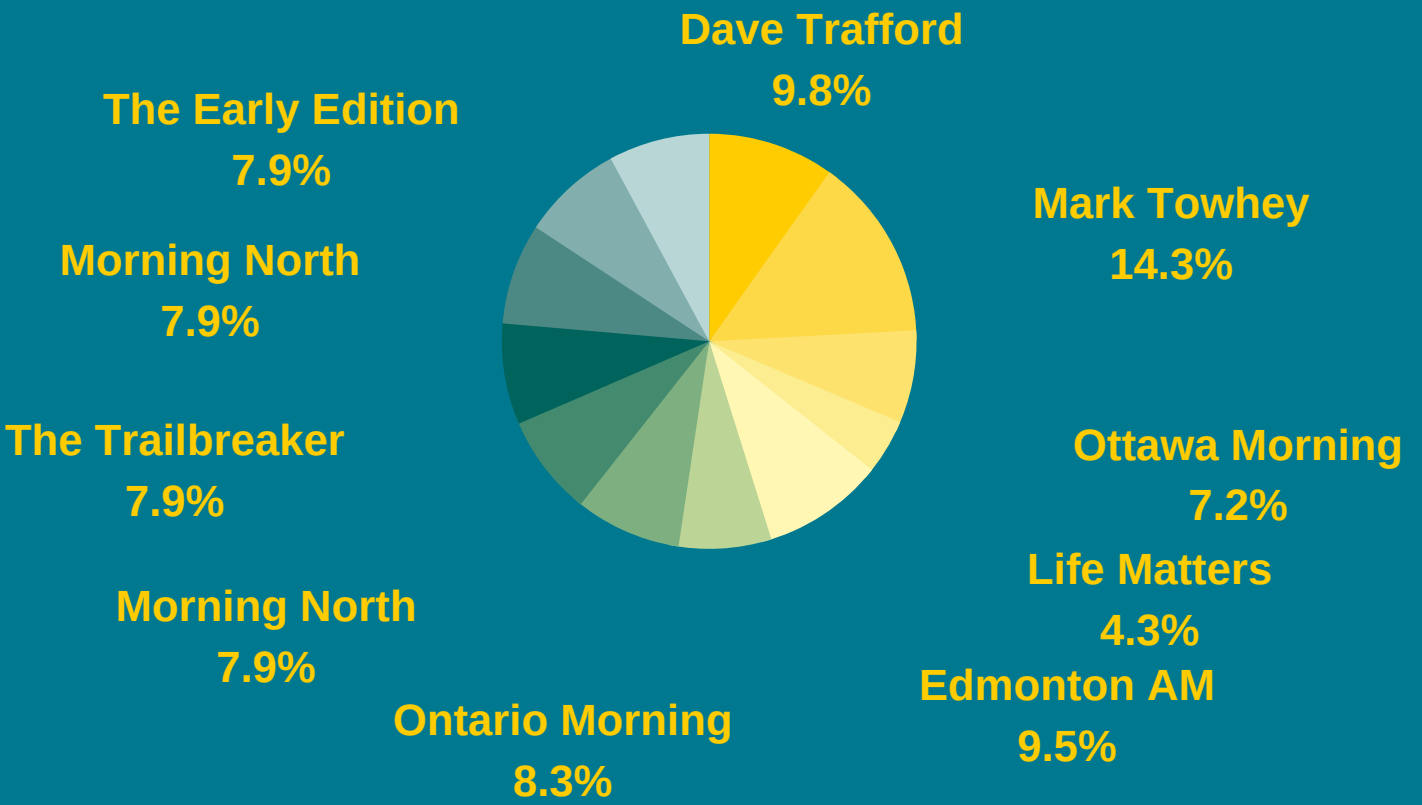


November 13, 2020

### media outlets/



Airtime (96 min)



### Article Reach

The Toronto Sun **119,048**

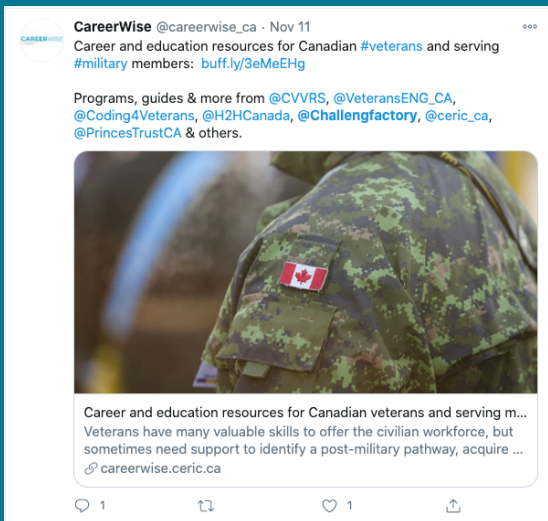
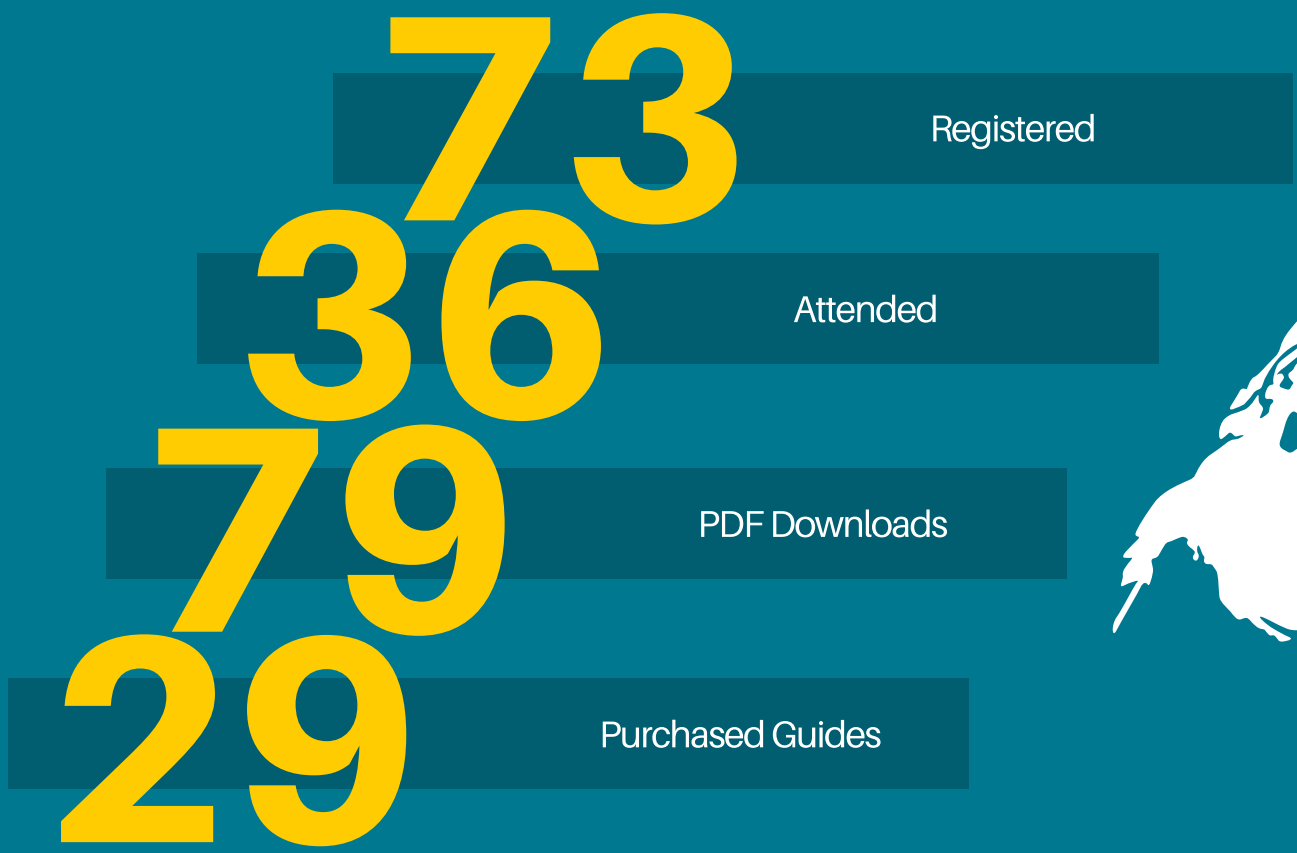
**424** Hilborn Charity eNews  
The Toronto Sun **637**

### Article Word Counts



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## OUTCOMES



## Twitter Reach

# 70,000+

## Event Attendance Breakdown



Service Provider That Supports Veterans

Government

Veteran

SME Employer

Service Provider That Supports SMEs

Other