

My name is Steve Kerr aka Powerful Steve The King of Inspiration.

Hello and Blessings to each and every one of you. I wanted to start out by saying Mayor Patrick Brown and all the city and Regional Councilors are doing an excellent job moving the city forward over the past 6 years, I have seen great leaps and bounds to make Brampton, the ninth largest city now self sustaining. The efforts Mayor Brown and his dedicated team has done to recruit national and international Fortune 500 enterprises to award Brampton as one of the fastest growing cities in Ontario and Canada. We are doing great in our marketing strategy to invest into Brampton we have places to live and corporations to employ but the work, Live, Play model is incomplete. On Friday's our Highway, the 410 is too full travelling South to get to Toronto (The Six) coined by Drake. It is obvious that we as Bramptonians must come up with creative ideas to change that narrative and the residents of The Six travel into Brampton and experience of night life

That said, I have a brilliant idea that
I feel can add to the ideas coming from
Mayor Brown and all those who has
contributed thus far. In Toronto the name
The Six has become a brand of Toronto. As
I previously mentioned it was coined by the
musical Artist known as Drake.

My proposal is we use that for an advantage
and market ~~Bra~~ Brampton as The Seven.

How does this sound for a campaign poster.

We west of The Six... We The Seven
Seven being a larger number the 6 leaves a
strong subliminal message. The constitution of
Heaven denotes the # 7 to mean complete;

mature and Rest. We can evolve from
being known as the flower City to:

Brampton... Rest Assured

Brampton... Come Blossom with us

Brampton... We Care about your Rest

Brampton... The Seven, It's like being in
Heaven

Brampton... The City that Cares

These are just a few slogans I sat and
came up with. I would relish the idea
to be invited to a mastermind session
and come up with some more.

In Conclusion, my proposal is two fold:

1. Brand Brampton as The Seven... we west of the Six
2. Rebrand Brampton more than just The flower City

I am Powerful Steve The King of Inspiration
Thank you all very much for your time

Ambassador
Powerful Steve
King of Inspiration

