

[00:00]

On-screen: All IN 2021 partners
How was the experience?

All IN partner
Leanne Nicolle
President & CEO,
Big Brothers Big Sisters of Toronto

Leanne: One of the biggest, amazing things that I got to experience as a part of this initiative was watching our littles who participated in the campaign, see themselves larger than life at the Yonge-Dundas Square.

[00:16]

On-screen: All IN partner
Beckie Scott
Founder & CEO,
Spirit North

Beckie: And when we saw the images and our story out there, it was just incredibly exciting for us

[00:22]

On-screen: All IN partner
Allison Sandmeyer-Graves
CEO,
Canadian Women & Sport

Allison: To see the work of the organization up on the big screen really was so motivating for us to keep this work going.

[00:31]

On-screen: All IN partner
Marie-Mireille Kamukuny
Development Officer, Marketing
Friends of Ruby

Marie-Mireille: The billboard was able to give us huge recognition and allowed a lot of members of our community to be aware of our services.

[00:41]

On-screen: All IN partner
Dr. Dorothy Williams

President & Founder,
blacbiblio.com

Dr. Williams: Just thinking about it, I could cry again so I'm not going to, but it was such a moving moment for me and the team. They really felt that some of the work that they had put in was so valuable because it came to fruition thanks to Rogers.

On-screen: All IN
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