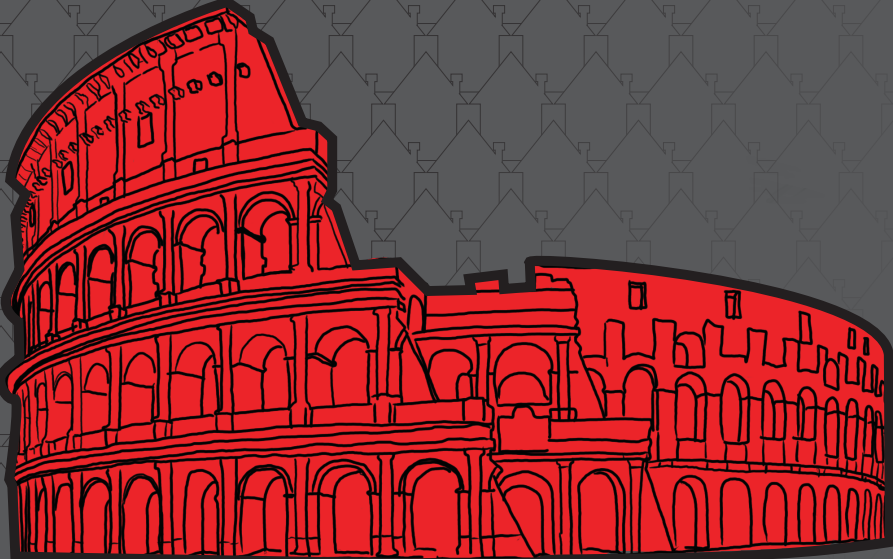




Horizontal above seat connecting banner subway posters
28Wx11Hx2




Over **80,000** people live on under **\$2.15** per day in Canada


That's one **Colosseum** full of people or **0.2%** of the population

You can help by donating at the www.unitedwaygt.org

1 NO POVERTY




POVERTY



Over **1 in 10** people in Ontario live below the low income level

You can help by donating at the www.unitedwaygt.org

1 NO POVERTY



POVERTY

3.6 Billion people live on less than **\$6.85** per day

That's **46.9%** of the world

That only buys **7 Apples** in Canada



You can help by donating at the www.unitedwaygt.org

1 NO POVERTY



Vertical beside doors subway posters
21Wx22H

POVERTY

It costs over **\$5,300 per month** for a 3 person family to live in Toronto

That means it would require a salary of **\$86,000 per year** or **5000 hours** of minimum wage work per year, almost **14 hours per day every day**



Average 2000 hour year work day if working every day



Min wage 5000 hour year work day if working every day

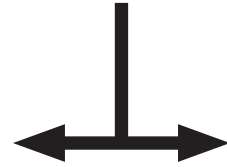
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Subway ads



Digital billboard video

