

Proclamation

Messenger Appreciation Day

October 6, 2006

WHEREAS Toronto's more than fifty local/rush courier companies employ an estimated 400 active transport (bicycle, pedestrian and public transit) messengers, who make over a million deliveries in our city each year, resulting in more than 10,000 fewer motor vehicle trips within the city's central business district every weekday.

Bicycle, pedestrian and public transit messengers are recognized as the most sustainable and responsible modes of urban, small package goods transport.

There are many benefits to sustainable active transportation, among them is a solution to the growing problems of pollution, congestion and gridlock, and a reduction in emissions that contribute to smog and global warming.

Bicycle, pedestrian and public transit messengers not only promote year-round cycling and walking, they are goodwill ambassadors for our City as they help tourists, hold doors, give directions, return missing property, aid charities and provide a value added service to firms seeking to reduce costs and improve efficiency.

Bicycle, pedestrian and public transit messengers are looked upon as role models who colour the urban environment, have developed their own cultural identity and bring international attention to Toronto through events and races.

NOW THEREFORE, I, Mayor David Miller, on behalf of Toronto City Council, do hereby proclaim **October 6, 2006** as "**Messenger Appreciation Day**" to congratulate messengers who promote professionalism and safety and contribute to the well-being of our community.

Mayor David Miller