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Wrigley Canada conducts Olympic fundraising campaign

Wrigley Canada is conducting an ad campaign as part of its sponsorship of the Vancouver 2010 Olympic Winter Games. The initiative, called "Canadians Helping Each Other Win," is an effort to raise \$500,000 for the Canadian Olympic Foundation, an organization that provides financial support to Canadian athletes. Until March 21, the proceeds from the sale of Wrigley's Excel, Extra and Juicy Fruit brands of gum will be donated to the foundation. The advertising campaign, developed by BBDO Toronto, makes use of digital billboards in Toronto, Calgary, Edmonton and Vancouver. The billboards are from Outdoor Broadcast Network. The creative features various Canadian athletes, as well as a running tally of the funds that have been raised. The campaign also includes television, print and online advertising.