CPR Brochure Assignment

You are hired by the CPR Syndicate as the new communications manager for the CPR. One of your first tasks is to create a brochure that will attract passengers to ride the newly built train. Using the maps on pg. 198-199 in your textbook as a starting point, persuade your customers to ride the train by focussing why the communities and people in Ottawa would like to travel west as far as the BC province. You may include details about living in a certain area (e.g. Lethbridge), and also sightseeing information that you may be able to see along the way.

Examples of reasons why someone would want to ride a train: Immigration to the West, business trips, traveling to Ottawa to meet with the government, etc.

**You must include at least one electronic source (website), one book source in your research, as well as pictures in your brochure.**

Marking Criteria:

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| **Content:**Use of maps or other assisting diagrams/pictures that one may see along the route of the CPR. /2Persuasive/convincing introduction and points that will make passengers want to ride the CPR. /1Points used inside the brochure are accurate and relevant information drawn from online/book sources. /2Student shows knowledge of content covered in class with the assignment: **Groups can include: railway workers, NWMP, newly European settlers, Metis, First Nations, etc.** (How are you advertising your brochure? Did you take into account who you’re advertising to? Prices of trips—can the people you are advertising to afford the journey? Are there any special deals or accommodations for these people? /10 | /15 |
| **Attractiveness:**Is your brochure in good condition? /1Is your brochure colourful & neat? /1Organized in a way that would want me to read on? /1 | /3 |
| **Sources**: Contain at least one online source and one print source? | /2 |