



# CITY CRUISES CANADA POLICIES AND PROCEDURES

## POLICY

POLICY: **A-6**  
SUBJECT: **CORPORATE COMMUNICATIONS**  
EFFECTIVE: **NOVEMBER 30, 2023**  
SUPERCEDES: **JANUARY 1, 2022**

### POLICY

City Cruises Canada is committed to strengthening our corporate and Canadian brand. It is important crew members understand their roles and responsibilities when communicating with clients, partners, the media, or for the purpose of employment verification.

#### 1.0 CORPORATE COMMUNICATIONS TO CLIENTS & PARTNERS

1.1 The Company's Marketing Department will review all corporate communications sent to clients and partners to ensure that the branding and messaging are consistent with brand standards.

#### 2.0 MEDIA RELATIONS

2.1 The Marketing Department directs the control of company information to the media. The Chief Operating Officer is the only member of City Cruises' team authorized to make any statement to any member of the media (newspaper, magazines, radio, television, journalists, and other media outlets) regarding the company's operations, plans, incidents, or business matters. The Chief Operating Officer may otherwise authorize a designate to speak on their behalf.

Further interpretation of this policy is the responsibility of the Vice President, Operations. The Company reserves the right to make, modify, revoke, suspend, terminate, or change any policy or procedure, in whole or in part, at any time.

Company Policy A-6 Corporate Communications	Revision Date: November 30, 2023	Approved by: LM
<i>Uncontrolled when printed</i>	Page 1 of 1	RMS Document