

Campaign looks to liven up Toronto's 'downright boring' postcards

Local campaign wants to improve the views from Toronto as represented on various postcards.



Figure 1LIZ BEDDALL / METRO

Brian Brown of Lifetime Investments is running a campaign to revolutionize Toronto's postcards, asking the public to contribute creative images of the city's vibrant diversity.

By: [Gilbert Ngabo](#) Metro Published on Thu Jun 02 2016

Tired of the “downright boring” photos of the CN Tower that adorn most Toronto postcards, Brian Brown is on a quest to make the old mail medium cool again.

“The postcards that are in stores right now are outdated and don’t really represent our city anymore,” Brown said, noting the 6ix has a lot more views to offer than a shot of the skyline.

“What’s on those cards doesn’t capture the current energy and vibrancy of the city and its people.”

Throughout the summer, Brown’s Greetings from the North campaign is inviting local photographers and members of the public to capture the most picturesque aspects Toronto and share them on Instagram.

The results can be seen by searching for the #GreetingsfromtheNorth hashtag.

Each month, the campaign will select two winning photos and have them printed on postcards that can be picked up for free at participating businesses – including Capsule, Lost&Found Shop, Muttonhead Store, Gravitypope Designers and the Local Public Eatery.

The campaign has a social component too. For every submission, Lifeline Investment – a local real estate developer – will donate \$1, with proceeds going to help Toronto’s vulnerable youth.

Given the success of local sports teams – including the Raptors and the Blue Jays – and artists like The Weeknd and Drake, Brown said now is the time to diversify Toronto’s image.

“We are not a city of just buildings and water. We’re dynamic, hip, diverse and active city,” he said.