

**Subject: [Fwd: FW: Denny's of Canada and the North Shore]**

**Date:** Mon, 07 Feb 2005 16:20:17 -0800

**From:** Brian Platts <bplatts@shaw.ca>

**To:** Corrie Kost <kost@triumf.ca>

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**Subject: FW: Denny's of Canada and the North Shore**

**Date:** Mon, 07 Feb 2005 15:20:14 -0800

**From:** Brent Armstrong <barmstrong@dennys.ca>

**To:** fonvca@fonvca.org

> -----Original Message-----

> From: Brent Armstrong

> Sent: Monday, February 07, 2005 3:03 PM

> To: 'jharris@dnv.org'; 'cris@dnv.org'; 'mmckeonholmes@dnv.org'; 'lmuri@dnv.org';

'anixon@dnv.org'; 'rwalton@dnv.org'; 'jcuthbert@dnv.org'

> Subject: Denny's of Canada and the North Shore

>

> Good Afternoon, council members,

>

> My name is Brent Armstrong and I am the Marketing Manager for Denny's of Canada. We own and operate 36 Denny's restaurants in Western Canada including the restaurant located at 2050 Marine Drive in North Vancouver.

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> I am writing this letter to you to inform you that we (Denny's of Canada) rely heavily on the mountain bike community as customers of Denny's in North Vancouver as this group makes up about 30% of our total business. I am quite concerned with the apparent lack of judgement by some on council with regard to closing or even ending mountain biking on the North Shore mountains. If this were to occur, our business will suffer significantly and as such we would begin to look for alternative locations.

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> In fact, Denny's of Canada is so impressed with the mountain bike community as a whole, we as a company sponsor two mountain bike teams. The NSMB.com Free Ride team and the Norco Factory Team all carry the Denny's of Canada logo.

>

> The mountain bike community supports our business and we in turn support the sport. I am speaking to you as an out-of-industry business and as such I would ask you to carefully weigh all of the options presented to you before declaring mountain biking the "all-out-evil" it is being portrayed as. We as a company value this business and it would be a real shame if this group was reduced or eliminated.

>

> Thank you.

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> Brent Armstrong

> Marketing Manager

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