

NAME: Francine Lee

Course: COMM-6042 – Writing for Digital Media

For this assignment, the task is to choose an organization in London, Ontario, and create a listicle relevant to their activities. I chose the London Downtown Business Association. My submission includes interactive content, and I have provided the links as a backup in case the videos do not play as expected.

Listicle

Website: <https://www.downtownlondon.ca/>

Nothing To Lose When You Go Downtown London

London, Ontario is thriving with the London Plan in full effect promoting cohesive ecosystems across districts. This is most evident in Downtown where the mix of historic and modern buildings create a vibrant and diverse cityscape. At the heart are the people who live, work, learn and visit the pulsating environs.

Over 2M tourists visited London in 2023, captivated by the unity of nature and the urban sprawl. While there is a bit for everyone, this listicle, prepared for the London Downtown Business Association, will focus on five epic things to see and do in Downtown London on a walking tour.

The target audience are:

- Londoners who want to reacquaint themselves with their community
- Tourists
- International Students
- Newcomers

1. MUSEUM LONDON



Providing access to over 5,000 artworks year-round, the museum is an art and cultural repository of the stories of Londoners throughout the ages. The museum offers engaging and dynamic programmes for all ages. Connect with this community through in-person visits at 421 Ridout Street North, London, ON N6A 5HA. Further information about services and resources are available on the website: <https://museumlondon.ca/>

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2. COVENT GARDEN MARKET



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https://drive.google.com/file/d/1MMVCG2pEr0YPRiBbPcuFQ4XKrdC_LEZw/view?usp=drive_link

Providing international fare for almost 200 years, this is London's original market. With over 50 unique merchants and services and an outdoor market, shopping locally has never been easier. Stalls open from 8 a.m. and you are always welcome at 130 King Street, London, ON N6A 1C5

3. ST. PAUL'S CATHEDRAL



Standing as a sentinel against immersive blue skies, this almost 200-year-old structure is home to a flourishing and vibrant congregation. With 21 stained glass windows, the guided tour will introduce you to the intricacies of the Gothic revival architectural style. For tour information visit <https://www.stpaulscathedral.on.ca/about/a-tour-of-the-cathedral> or call (519) 434-3225

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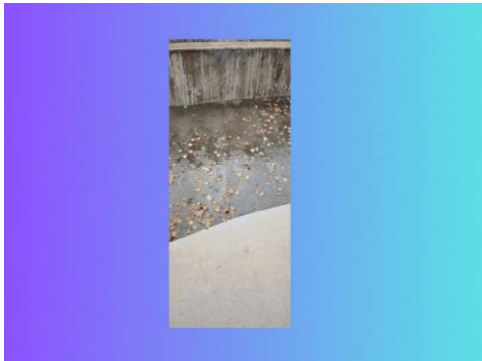
4. ELDON HOUSE



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For a walk in the footsteps of yesterday, visit Eldon House. Built in 1834, it is London's oldest remaining home. The gardens are also a must see, coming alive between May and September. For guided tour information contact (519) 661-5169. You can also visit their website at <https://eldonhouse.ca/>

5. BUDWEISER GARDENS



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This multi-purpose facility, built in the heart of downtown, is also the sports-entertainment epicentre of London. With a seating capacity of over 10,000, the Garden excels at bringing the community together. This is the largest enclosed venue in London which hosts concerts and sporting activities year-round. Come prepared with cash-less options for all transactions. Visit their website <https://www.budweisergardens.com/> for a schedule. The soon to be rebranded Budweiser Gardens is located at 99 Dundas Street, London, ON N6A 6K1.