

**THE CORPORATION OF THE TOWN OF BRACEBRIDGE
By-law No. 2025-GOJAYS**

A by-law to temporarily rename the Town of Bracebridge as the Town of “JaysBridge” in celebration of the Toronto Blue Jays and to encourage community spirit.

WHEREAS the Corporation of the Town of Bracebridge (hereinafter the “Town”) recognizes that the Toronto Blue Jays are on the cusp of a World Series championship, and the citizens of Bracebridge enthusiastically wish to show their support;

AND WHEREAS the Mayor and Council of the Town believe it would be a fun, spirited gesture to adopt for a short term the honorary name “JaysBridge” in recognition of Canada’s team and to encourage residents, businesses and institutions to partake in communal celebration;

AND WHEREAS this by-law is enacted purely for playful, ceremonial, and promotional purposes and shall not affect any legal, administrative or municipal rights, obligations or obligations under provincial or federal law;

NOW THEREFORE the Council of The Corporation of the Town of Bracebridge enacts as follows:

1. TEMPORARY NAME DECLARATION

- 1.1. The Town hereby declares that, for the period beginning on the date of passing of this by-law and ending at 11:59 p.m. on the day following the conclusion of the 2025 World Series (or sooner if the Mayor deems appropriate), the Town may be affectionately referred to as the “Town of JaysBridge”.
- 1.2. This name change is purely honorary; nothing in this by-law shall be construed to alter the Town’s legal name for official, contractual or statutory purposes, which remains “The Corporation of the Town of Bracebridge”.

2. PUBLIC PARTICIPATION AND SPIRIT MEASURES

- 2.1. The Town encourages all residents, businesses, municipal departments and organizations within its boundaries to don Blue Jays jerseys, team colours (blue, white and red), banners and signage in support of Canada’s team.
- 2.2. The Town further encourages the programming of exterior lighting on homes, municipal buildings or commercial properties in “Jays Blue” (a vibrant shade reminiscent of the Toronto Blue Jays’ team colour) during the period of this by-law.
- 2.3. The Town invites the public to capture photos, videos and moments of community spirit under the hashtag #JaysBridge, and grants permission for the use of such media by the Town in its communications and social media channels.

3. DURATION AND REVERSION

- 3.1. Unless otherwise terminated earlier by a subsequent by-law, this by-law shall expire at 11:59 p.m. on the day following the final game of the 2025 World Series.
- 3.2. Upon expiry, the Town shall revert to its formal name and normal branding, and any reference to “JaysBridge” shall cease to be used in official municipal documentation beyond the ceremonial scope.

4. ADMINISTRATION

- 4.1. The Mayor and the Chief Administrative Officer are authorized to take all necessary steps to implement the spirit and intent of this by-law, including but not limited to producing signage, social media posts, coordinating municipal lighting and public-relations initiatives.
- 4.2. Nothing in this by-law shall obligate any private individual, business or organization to participate; participation is wholly voluntary.

5. LEGAL CLARIFICATION

- 5.1. This by-law is symbolic in nature and shall not:
 - a. affect any contracts of the Corporation of the Town of Bracebridge;
 - b. alter any rights, duties or obligations under legislation of the Province of Ontario or Canada;
 - c. change the Town's legal status, boundaries, taxation powers or regulatory functions.
- 5.2. In the event of any conflict between this by-law and any other by-law of the Town (excluding the timing of expiry), the other by-law shall prevail.

READ A FIRST, SECOND AND THIRD TIME AND FINALLY PASSED this ____ day of _____, 2025.

Mayor, Rick Maloney

Chief Administrative Officer

Note: This by-law is intentionally playful and celebratory in tone. It is meant for a short-term community spirit initiative and does not effect legal renaming of the Town of Bracebridge for formal or statutory purposes.