

FW: bulk ad buy

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Subject: bulk ad buy

Hi everyone,

Just flagging this one question in the Premier's avail this morning because Cabinet Office is mentioned. Full transcript will come out shortly.

Q: Jeffords: The ad buy for the Fair Hydro Plan, the documents the NDP got through FOI suggest that Cabinet Office gave the initial go-ahead on this.

A; Premier: So there are many, many ads that are run through government about government policies you know. Whether it is giving people information about the OSAP changes. I just mentioned that I have met you know older people in the last little while who didn't know that they were eligible for free tuition. And we are going to be putting in place free medication for kids from 0 till their 25th birthday. We need to make sure that families know about that. In the same way with hydro, you know the OESP, programs for low income Ontarians. We need to make sure that people know how to access the programs that we put in place in this province. That's what all of that advertising is about.