

RE: Star on Ads

From: "Lazarus, Jordan (OPO)" <jordan.lazarus@ontario.ca>
To: "Forgione, Andrew (OPO)" <andrew.forgione@ontario.ca>, "@OPO-Media Relations and Issues Management" <opo-mediarelationsandissuesmgmt@msgov.gov.on.ca>
Date: Wed, 29 Mar 2017 11:14:07 -0400

Let me know if you are good with this and I'll send off to TBS

Ontario was the first and remains the only jurisdiction in the entire country that has legislation to prevent partisan advertising. While partisan advertising is now banned, it's still permissible and important for the government to inform the public about initiatives that impact their lives like getting the flu shot, updating the sex-ed curriculum or raising awareness about organ donation.

Letting families and businesses know about our Fair Hydro Plan is important too. Through our plan, we're cutting electricity bills by 25 per cent and low-income families in rural and remote areas will see a decrease in their bill by as much as 40 – 50 per cent. Our plan will also keep rates predictable, holding them to inflation over the next four years.

With people struggling, we have a responsibility as a government to inform them relief is coming so they can plan their household budgets. While our plan helps every family across the province, it's especially helpful to those who have been struggling unfairly. That's why it's so important for families to know about this cut as well as other programs, like the expanded Ontario Electricity Support Program and the new \$200 million Affordability Fund.

If Ontarians aren't aware of these programs then they can't apply for them and we want them to be aware so they can further reduce their bills.

From: Forgione, Andrew (OPO)
Sent: March-29-17 11:07 AM
To: @OPO-Media Relations and Issues Management
Subject: Star on Ads

Star story below. Jordan is turning our release into a hard statement and then we think sandals should send it to gallery (esp fergie re: below).

<https://www.thestar.com/news/queenspark/2017/03/29/pcs-step-up-fight-against-government-advertising-in-wake-of-hydro-rate-cut-ads.html>

A. Forgione
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