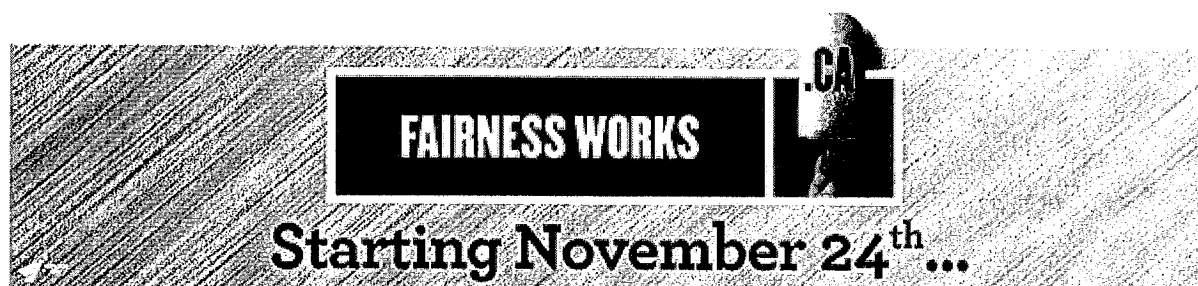
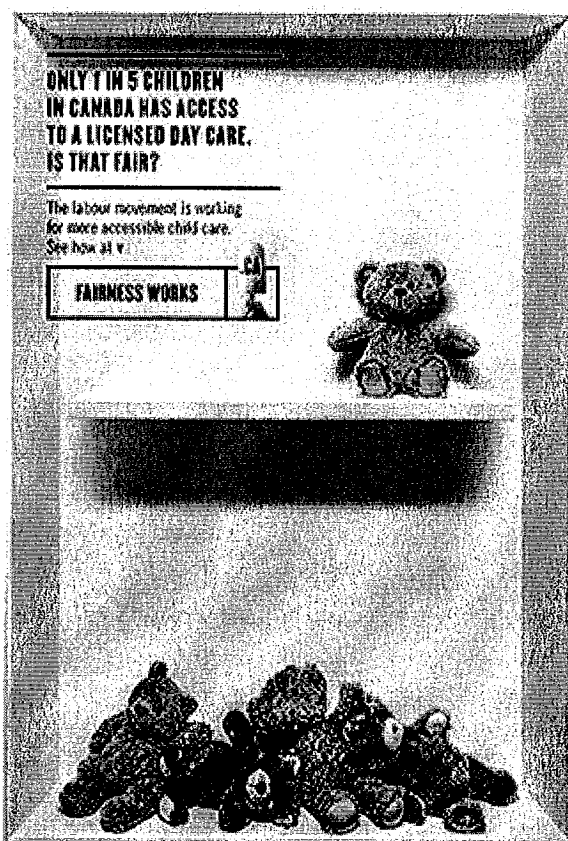


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Dear ,

If you've watched television at all over the past week, you have likely seen the latest FAIRNESS WORKS ads. We are already hearing good things about them.



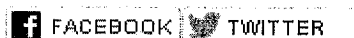
But television isn't the only place Canadians will have a chance to see how the labour movement is working for a fairer future. By now, the FAIRNESS WORKS message is on full display in transit shelters and stations in Vancouver, Montreal and Toronto.

Here's a list of where you can see the ads (they're beautiful - Vancouver, Toronto, Montreal) – search them out, take a picture of them and share them with your friends while you can. They will start to come down after December 21.

In those same cities, we've already appeared in a feature edition of Metro on November 24, focused on how the labour movement is working to create and protect good jobs. **Future editions of Metro will focus on child care (December 3), health care (December 10) and retirement security (December 17).** Watch for them. Share the online version with your social networks.

We're not stopping there – ads are also popping up online on YouTube, BuzzFeed, WeTransfer, Yahoo, Today's Parent and Chatelaine. And we're topping off the promotion with a series of articles across the Post Media network from November 27 through December 22).

Over the coming weeks, FAIRNESS WORKS will be hard to miss. Let's work together to share this great message with as many people as possible.



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