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Releases

BCFED launches finale in Game Over Christy Clark ad campaign

Vancouver-With only a few days left before Election Day on May 9, the BC Federation of Labour released this morning the finale in the animated Game Over Christy ad trilogy.
The ad can be seen here: https://youtu.be/jcU7GiIXp4o.

The popular social media video series has racked up hundreds of thousands of views. The third and final episode again casts Clark as a video game character who prepares for Election Day by using tax dollars to fund campaign ads and corporate cash to build her election war chest.

But one thing stands in the way of a larger-than-life Clark: Voters. As the ad comes to a close, a steady stream of game sprites casting their votes and flying ballots bring Clark down to size, and it's game over.

"If Clark wins the game, British Columbians lose," says BC Federation of Labour President Irene Lanzinger. "She's rejected a $15 minimum wage, closed schools and mills, and understaffed care homes for seniors. It's clear: Christy's got to go.

"Voters—especially younger ones—are who can stop Clark," says Lanzinger. "On May 9, we're urging them to tell her it's game over."

https://youtu.be/jcU7GiIXp4o