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Releases

Labour launches Better Can Happen Here campaign to bring political change in May’s BC election

VANCOUVER-The BC labour movement today launched its Better Can Happen Here political action campaign to elect a new government that will make life better for working families in next May’s pivotal provincial election.

“Government can be such a positive force for change for working families if it’s on our side and working for us,” says Irene Lanzinger, president of the BC Federation of Labour. “But we have a government in BC that’s not on our side, and doesn’t care about working people.

“We have a premier who puts the interests of the rich and powerful first—and the needs of ordinary people last.”

The campaign combines television and radio advertising, a digital strategy, and voter engagement to make the case for change and a new John Horgan BC NDP government.

The campaign’s first ad premiered for delegates at the BCFED’s 57th convention in Vancouver this afternoon. It goes to air tonight on television newscasts. The campaign website is TogetherForBC.ca.

The May 9 election is crucial for the futures of working people and our province, says Lanzinger.

“We urgently need change in Victoria because we simply can’t afford four more years of Premier Clark making life easier for her powerful friends and harder for the rest of us.

“We need a new government that will make our lives better, not worse,” says Lanzinger.

“Together, we can choose a BC where we all have the chance for a better life – where our kids can build their future.”

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