

August 11, 2020

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To: Members of the CLC Canadian Council, Federations of Labour, Labour Councils and CLC Staff

Re: Labour Day 2020 Update #1

Greetings,

With one month to go before Labour Day, the Canadian Labour Congress is gearing up to provide labour councils and affiliates with the tools they need to make this Labour Day a resounding success.

On September 7, 2020, Canada's unions will be inviting tens of thousands of people in Canada to join our timely campaign calling for historic investments to help our nation recover from the COVID-19 pandemic and to address inequities that have long been ignored.

Canadians appreciate the values that have distinguished our country's response to that of our U.S. neighbours. These values include sticking together, investing in our social services and making sure no one is left behind. While it hasn't been perfect, Canada's handling of the pandemic has been far ahead of the American-style individualism currently on full display, and underscores that progress, not cuts, is the path forward to ensure prosperity and fairness.

The CLC's campaign titled *Forward Together* will address three critical priorities to help our country recover and keep us safe in the future. Canada's unions will be calling for:

Replacing Lost Jobs with Better Ones: With over 2 million jobs lost, we need a shovel-ready plan to replace those jobs with better ones. The government must kick-start local economies by hiring people to build green infrastructure, to educate our youth and to care for others.

Strengthening of Canadian Public Health Care: Make seniors safe by making long-term care part of public health care. Help families make ends meet by adding prescription drugs to Canada's health care system.

Disaster-Proofing our Social Safety Net: We need to strengthen the safety net people in Canada rely on, by fixing Employment Insurance, investing in affordable housing and helping families with child care.

Our various departments are hard at work to provide you with the digital **resources, tools** and **templates** you will need to help mark Labour Day 2020 and spread the message of our campaign.

Here's what you can expect over the coming month:

Mid-August 2020, Labour Day Update #2:

- Draft news release
- Draft op-ed
- Video content for Online Labour Day events (including President's Message)
- Registration link for activist training delivered by the CLC Political Action and Campaigns Department scheduled to take place online between August 26 and September 3

End of August, 2020, Labour Day Update #3:

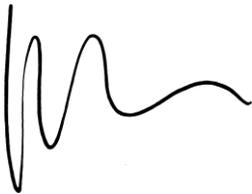
- Social media graphics (banners, GIFs, sharegraphics)
- Campaign logo
- Social media toolkit

These social media assets will point towards actions that will be available on a new campaign website that officially launches on Labour Day. It will be found at www.canadianplan.ca.

While we will be apart this Labour Day, we won't stop working to move our nation forward, together.

Please contact our communications team with any questions at communications@clctc.ca.

In solidarity,



Hassan Yussuff
President

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