

PETITION TO THE HOUSE OF COMMONS IN PARLIAMENT ASSEMBLED

We, the undersigned electors of Canada, draw the attention of the House of Commons to the following:

THAT, as citizens and taxpayers, we believe that the only legitimate use of our tax dollars for advertising is to provide factual information which we require to access government programs and to comply with regulations;

THAT, while it is appropriate for political parties to provide their views on the performance of the government of the day, it is inappropriate for the Government of Canada to do so through marketing techniques at public expense;

THAT, in particular, we view “Canada’s Economic Action Plan” as a term by which the federal government’s normal budgetary process is being branded in the marketing sense;

THAT incurring \$113 million in advertising costs to date for that branding exercise and significantly increasing communications spending across government at a time of high deficits and cuts to numerous programs which are important to the safety and well-being of Canadians bespeaks misplaced priorities and is inconsistent with Canadian values.

