

NEWS RELEASE

FOR IMMEDIATE RELEASE:

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CUPE LOCAL 500 LAUNCHES TV AD PROMOTING QUALITY, DEPENDABLE PUBLIC SERVICES

WINNIPEG – A new 30-second TV ad highlighting the risks of putting Winnipeg's public services in the hands of for-profit corporations will begin airing today.

"At a time when private delivery of many of the city's services is being considered by the Mayor and some members of Council, it's important to remind the public of what we have lost, and let them know we are at risk of losing even more," said Mike Davidson, President of CUPE Local 500, who are sponsoring the ad.

"For Sale" will begin airing on Winnipeg stations Wednesday, October 31 and will run until the end of November.

"The attack on public services is intensifying in Winnipeg," said Davidson. "Continued privatization and contracting out will mean higher costs, fewer and less dependable services, and less accountability for the people of Winnipeg."

CUPE Local 500 represents about 5,000 employees working at the City of Winnipeg who provide front-line services in the areas of public works, parks, golf courses, water and wastewater, recreation, custodial and other services.

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