



## Third-Party Public Information Campaign on Amalgamation Launches Today

(Duncan and North Cowichan, BC) – Today, the unbiased information campaign to inform residents about the upcoming amalgamation referendum on June 23, 2018, has launched. The information campaign is being led by third-party communications consultants, Munro Thompson Communications, hired by the City of Duncan and Municipality of North Cowichan.

“It is important that residents have the information they need to make an informed decision regarding the amalgamation referendum on June 23,” says Emily Marroquin, Account Manager with Munro Thompson Communications. “Our role is to equip electors with information and facts so they can make an informed decision on the future of their communities when they cast their vote on June 23.”

The public information campaign will run for six weeks until the vote date on June 23, 2018, and includes:

- A website, [www.youdecide.ca](http://www.youdecide.ca)
- Dedicated social media channels
  - Facebook: [www.facebook.com/youdecidejune23](https://www.facebook.com/youdecidejune23)
  - Twitter: [www.twitter.com/youdecidejune23](https://www.twitter.com/youdecidejune23)
- A 24/7 toll-free call-in line: 1-877-790-2092
- A PlaceSpeak topic: [www.placespeak.com/youdecidejune23](https://www.placespeak.com/youdecidejune23)
- And four open houses: to take place the week of June 4, 2018

“The municipalities wanted to ensure that residents could access unbiased information and make an informed choice when it comes to the amalgamation referendum,” says City of Duncan Mayor, Phil Kent. “As such, it was important that a third-party consultant provide this information in order to ensure it was factual, unbiased and unimpacted by local positions and opinions.”

“Ultimately, the choice on the future of the communities rests with the electors and they need to feel they are equipped with the facts to make that choice,” says Jon Lefebure, Mayor of the Municipality of North Cowichan. “This public information campaign will provide those facts and we strongly encourage residents to engage with the information and vote on June 23.”

### News Release

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