



**INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
FRATERNITÉ INTERNATIONALE DES OUVRIERS EN ÉLECTRICITÉ**



EDWIN D. HILL
International President
Président international



BILL DANIELS
International Vice President / Vice-président international
First District, CANADA / Premier District, CANADA



SALVATORE (SAM) J. CHILIA
International Secretary/Treasurer
Secrétaire-trésorier international



October 31, 2013

TO ALL IBEW 1ST DISTRICT LOCAL UNIONS

RE: Canadian Labour Congress "Together Fairness Works" Campaign

Greetings:

On October 7th, 2013 the Canadian Labour Congress (CLC) launched their public side of the "Together Fairness Works" campaign with TV ads rolling out across the country on various channels followed by the online launch for the "Sunny ads" on Monday October 21st, 2013.

The CLC's digital rights to the ad are for one year on an unlimited number of websites so affiliates may embed the YouTube video into their own websites and we are asking that our Local Unions who have websites to embed the video(s) via the links provided.

We also feel that it is very important for our members to know that the entire production of the commercial was completed using unionized labour, including the actors who are proud members of the Alliance of Canadian Cinema, Television and Radio Artists or (ACTRA).

We would ask that our IBEW Local Unions also make their membership aware of the campaign and these ads, to better promote the IBEW's involvement with the CLC to re-build the image of the labour movement and remind Canadians of all the positive things that the entire labour movement is all about, and that is a better life for everyone.

English: <http://youtu.be/nhInxpMMqk0>

French: <http://youtu.be/gq2EMueo4g4>

If you can use some or all of this phrasing below in the content you use, it would be appreciated.

This is the text of the CLC's email blast on Monday to advertise the online launch:

**The labour movement is not just about decent jobs.
It's about a better life, for everyone.**

Did you catch the CLC's ad on TV the last two weeks? Many did and they've been tweeting, emailing, and posting their reactions on Facebook ever since.





On Twitter:

Just saw the latest ad from [@CanadianLabour](#), and it was wonderful! [#fairnessworks](#)
Loving the [@CanadianLabour](#) commercials! Labour movement fights for better jobs and better lives! [#fairnessworks](#)

In emails:

"Saw it watching the Canucks in BC and left me feeling good about the labour movement."
"It was the song "Sunny" that first caught my attention and with no words spoken except for the signs held up by folks. Brilliant!"

On Facebook:

"Wow that's pretty cool, is there any way you guys could put up the ad and hopefully the soundtrack onto youtube? I'm sure the song alone would attract a lot of people to the channel."
Well, starting today you can share the ad with your friends – [visit us on YouTube!](#)
And the ad plays on TV for the next five weeks – let us know what you think – tweet about it with [#FairnessWorks](#)

FAIRNESS WORKS!

Thank you for your attention to this matter.

In solidarity,

Bill Daniels
International Vice President

BD/mw

cc: 1st District Representatives
System Council #11
CCO
NPAC