

# **MEDIA ADVISORY**

## **CAMPAIGN SCHOOL FOR WOMEN TO BE HELD AT OTTAWA CITY HALL ON FEBRUARY 27, 2010**

For Immediate Release:  
February 23, 2010

OTTAWA – Women from across Eastern Ontario are invited to the Municipal Campaign School for Women Candidates and Campaign Workers to be hosted by Ottawa councillors Marianne Wilkinson and Jan Harder at Ottawa City Hall on Saturday, February 27, 2010. The event is being held to engage more women in the election process, with representatives from Equal Voice – a non-partisan, non-profit organization that promotes the election of women to all orders of government in Canada – to lead some of the day's discussions.

Wilkinson is a member of the Federation of Canadian Municipalities' (FCM) Standing Committee on Increasing Women's Participation in Municipal Government. The committee's main objective is to support, encourage and mentor women, who are considering running for, and being elected to, municipal office.

Participants at the campaign school will hear from women who have experience in running for office and how candidates can help strengthen the voice of women at home and across the country. The sessions, to be offered in both English and French, will cover the fundamentals of running for elected office including: setting up a campaign team; understanding the by-laws associated with running for election; and working with the media, including using social media as a campaign tool. The aim of the day-long event is to help women candidates and campaign workers develop the confidence and skills they need to run an effective campaign and deliver a strong election message. Speakers, workshop leaders, and discussion panellists will include Councillor Marianne Wilkinson, Lisa MacLeod, M.P.P., Madeleine Meilleur, M.P.P., Cathy Curry, Chair of Ottawa-Carleton District School Board, Sherri Moore-Arbour, Chair, Equal Voice National Capital Chapter, Claudette Cain, former Mayor of the City of Gloucester, and Mary Pitt, former Mayor of the City of Nepean.

**WHAT:** Municipal Campaign School for Women Candidates and Campaign Workers  
**WHEN:** February 27, 2010  
8:30 a.m. to 9:00 a.m. (Registration)  
9:00 a.m. to 3:00 p.m. (Women in Politics Campaign School)  
**WHERE:** Ottawa City Hall  
Andrew Haydon Hall  
110 Laurier Ave W  
Ottawa, ON

For further information, please contact Councillor Marianne Wilkinson (Office 613-580-2474, Cell 613-724-0202, E-mail [Marianne.Wilkinson@ottawa.ca](mailto:Marianne.Wilkinson@ottawa.ca)) or her assistant Jessica Stoner (Office 613-580-2474, E-mail [Jessica.Stoner@ottawa.ca](mailto:Jessica.Stoner@ottawa.ca)). Please note a French Media Advisory is to follow.

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### **About the Federation of Canadian Municipalities (FCM):**

FCM is the national voice of municipal governments, established in 1901, representing the interests of municipalities on policy and program matters that fall within federal jurisdiction. With more than 1,775 members representing 90 per cent of Canadians, FCM members include Canada's largest cities, small urban and rural communities, and 18 provincial and territorial municipal associations.