



RALLY IN OTTAWA – SATURDAY, JAN 16

PURPOSE – We are planning a final event to give the film some closure. This final scene will offer the working poor a way out. It will mobilize Canadians to act on the message of the film – encouraging them to organize stronger social movements and elect more progressive governments that ensure a more just and equitable society for all.

FEATURING – The rally will be hosted by Mary Walsh and will bring together many of the characters that we've introduced in the film -- Durval, Vicki and her daughter, Brenda and her kids, Fa and Augustine who worked at PMP, the janitor, the family on welfare, the foodbank guy, Andy Mitchell, Randy Robinson, etc. We also want to attract people from our long list of sponsors and supporters and attract lots of young faces from the local universities, colleges and high schools. We'll be publicizing the rally using our social media tools (setting up an events page on Facebook), distributing posters and putting ads in the campus newspapers.

CONTENT - Mary will speak and we will get clips from many of the participants – asking them what they've learned, what changes they would like to see, and what they think Canada could learn from Ireland or Sweden.

LOGISTICS – We will invite people coming from outside the city to travel to Ottawa on Friday. We will assemble close to Parliament Hill and then march onto the Hill.

We will assemble at a nearby church, at the Chateau Laurier or a restaurant near the Sparks Street Mall (where we could rent a function room from 11:00 to 3:00). In order to help attract a crowd we will offer lunch with Mary Walsh -- and ask our partners to contribute or charge people a nominal amount to cover the cost.

At 1:30 we march to Parliament Hill – first to the Flame, and beyond that to the steps of the House of Commons. We will try to get all the shots required in one hour or so...We could then march somewhere else -- eg. the CCCE office is one block away (inside the Royal Bank building).

BAD WEATHER – We will minimize walking distances so that people don't suffer because of the cold. But if the weather is REALLY bad, we could rally in front of the Bank of Canada on the Sparks Street Mall (where we would be somewhat out of the wind). The worst possibility is that the roads are so bad that people don't make it up to Ottawa on Saturday...So we will bring the key people up on Friday, and arrange accommodations....

PROPS - We will prepare only one banner and discourage people from bringing placards.