

News Release

FOR IMMEDIATE RELEASE

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Business coalition launches “Don’t Risk Your Job on the NDP” campaign

Small business owners speak up in Coalition of BC Businesses election ads

VANCOUVER – The Coalition of BC Businesses is encouraging British Columbia’s working families to voteBCjobs.ca in its “Don’t Risk Your Paycheque and Job on the NDP” pre-election advertising and Internet campaign launched today.

“It’s important for small and family-owned businesses to speak up for the policies they believe are good for the B.C. economy,” said John Winter, Chair of the Coalition. “The Coalition will work to make sure those voices are heard and the needs of this key driver of B.C.’s economy are front and centre during the election.”

The Coalition’s advertising campaign spotlights real small business owners and operators talking about the need to maintain a strong economy and the risk of electing the NDP. The print and radio ad campaign kicks off January 24, 2009.

The Coalition’s Internet campaign will encourage working families to share their thoughts via the Coalition’s voteBCjobs.ca website. The website also features campaign ads, video testimonials, and a blog on small business related issues.

“Small business is a primary driver of B.C.’s economy. Small companies and their employees have a huge stake in making sure our economy remains strong,” said Winter. “British Columbia’s economy is the strongest in North America – and it’s in a better state than most to face today’s global economy. That’s why the Coalition is bringing these voices forward. We want British Columbians to know that the best way to protect jobs is to have an experienced government in Victoria.”

Small businesses are key drivers of the British Columbia economy. Small business...

- represents 98 per cent of all businesses in B.C.
- employs more than one million British Columbians
- provides almost half the jobs in B.C.

The Coalition of BC Businesses speaks for organizations representing over 50,000 small and family-owned businesses active in all sectors of B.C.’s economy. The Coalition of BC Businesses was formed in 1992 to represent the voice of small and medium-sized businesses in the development of British Columbia’s labour and employment policies.

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