

March 19, 2008

CUPE sewage poster bags international award

SANTA MONICA, CA—Privatized sewage treatment stinks, but CUPE Water Watch is smelling like roses after its poster for the Capital Regional District sewage campaign won a prize at the American Association of Political Consultants (AAPC) convention this week.

The poster, produced last year by NOW Communications and developed by CUPE Communications rep Roseanne Moran, took the silver medal in the "Full Page - Local Grassroots/Issue Advocacy/Public Affairs" category of the annual "Polly" awards. The Pollies recognize the best in public affairs and political advertising.

CUPE's sewage poster also won two prizes at the Canadian Association of Labour Media (CALM) awards last year.

Ironically, the graphic for the award-winning poster was rejected for use on the back of Victoria's classic double-decker buses. BC Transit, which runs the Victoria transit system, said that the toilet image on city buses "may reflect negatively" in light of certain parts of the Canadian Code of Advertising Standards.

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