

**ACTION MEMO**  
**Canadians for Moral Clarity**  
**Ontario Government Launches Offensive “Flick Off” campaign.**

Dear Partner,

On Wednesday, April 25, Ontario Environment Minister Laurel Broten launched a campaign that is aimed at encouraging young people to cut energy use. The campaign is partially funded with \$500,000 of provincial tax dollars and prides itself on a “conversational, tongue-firmly-planted-in-cheek style”- a great way to reach out to the younger demographic and get them involved in fighting global warming, Ms. Broten said.

The Minister was accompanied by British billionaire Richard Branson in launching the “Flick Off” campaign. Young people are encouraged to visit a website and head to the nearest Roots Canada store to purchase action kits, t-shirts and wristbands. This all seems like a great way to get kids to turn off the lights when they leave a room but the problem lies in the font style of the website, a font that clearly makes the word flick look like a four letter word that shouldn't be sponsored by any level of government.

**The Issue:** *Your tax dollars should not be going to a campaign that encourages young people to wear clothing with the message “Flick Off” and doing so with imagery that gives people no doubt about the double meaning. In the name of ‘respecting the environment’ the government is encouraging behavior that is disrespectful towards people and doing so at taxpayers’ expense.*

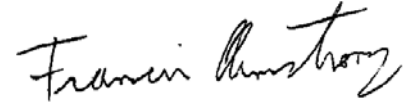
Both of Ontario's opposition parties took a strong position against the campaign. NDP critic Peter Kormos says the government's endorsement of the campaign will anger parents concerned about the use of foul language by their children.

Progressive Conservative Leader John Tory echoed Kormos's sentiments, though not as strongly. “I say it's a bad judgment,” said Tory. “It shouldn't be done this way. There are plenty of ways to educate kids without using language like this.”

This campaign is geared to youth and the youth culture, and Premier Dalton McGuinty said he can't understand how it would offend “the modest sensibilities of some Ontarians.” He went on to say “I might expect my mother to complain about this.” Maybe his mother should give him a call. The truth is, our money was put toward this project, and if we have an objection to it, we should be able to speak to that without being told that we

are “being a bit too flicking sensitive.” Yes, your Premier said that. Maybe we should give him a call.

Yours for Moral Clarity



Francis Armstrong, President  
Canadians for Moral Clarity

**YOUR ACTION ITEMS:**

1. Respectfully call our Premier. Let him know that while you understand the importance of global stewardship, you cannot support our tax dollars going to a campaign that is irresponsible and insulting.

Here is his contact info:

Ottawa Office Telephone # (613) 736-9573  
Ottawa Office Fax # (613) 736-7374

Toronto Office Telephone # (416) 325-1941  
Toronto Office Fax # (416) 325-3745  
Email [dmcguinty.mpp.co@liberal.ola.org](mailto:dmcguinty.mpp.co@liberal.ola.org)

2. Get in touch with your local MPP. Respectfully share the concerns that you have about the campaign and the influence that it will have on our young people. Express your opinion on the slogan and if you are a parent, be sure to mention that you would not allow a shirt with that kind of offensive material into your home. You can find your MPP's contact information at [www.electionsontario.on.ca](http://www.electionsontario.on.ca) . Hit the arrow by the Find Your Electoral District and follow the prompts.
3. Look into the other companies backing the campaign. They are as follows: Environmental Defence, MuchMusic, Roots Canada, and Virgin Mobile. If you have a local Roots Outlet, let them know that you cannot support a company promoting that kind of material on its clothing. Send the company an email expressing your concerns. Roots Canada [onlineservice@roots.com](mailto:onlineservice@roots.com)