

Robinson, Johanna

From: Anderson, Mollie (IC) <mollie.anderson@canada.ca>
Sent: Friday, July 10, 2020 9:49 AM
To: Robinson, Johanna; Lange, Riley
Cc: Power, Michael (IC)
Subject: RE: Social for tomorrow's PPE announcement

Awesome!! Thank you x a million!

From: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>
Sent: July 10, 2020 9:48 AM
To: Anderson, Mollie (IC) <mollie.anderson@canada.ca>; Lange, Riley <Riley.Lange@pmo-cpm.gc.ca>
Cc: Power, Michael (IC) <michael.power@canada.ca>
Subject: RE: Social for tomorrow's PPE announcement

Mollie,

This is awesome. Thank you!

We'll definitely post – and we'll also amplify your posts today too.

Thanks,
Johanna

From: Anderson, Mollie (IC) <mollie.anderson@canada.ca>
Sent: Friday, July 10, 2020 9:44 AM
To: Robinson, Johanna <Johanna.Robinson@pmo-cpm.gc.ca>; Lange, Riley <Riley.Lange@pmo-cpm.gc.ca>
Cc: Power, Michael (IC) <michael.power@canada.ca>
Subject: RE: Social for tomorrow's PPE announcement

Sorry for the multiple emails, I'm also attaching an SBK for context!

Mollie

From: Anderson, Mollie (IC)
Sent: July 9, 2020 8:35 PM
To: 'Robinson, Johanna' <Johanna.Robinson@pmo-cpm.gc.ca>; 'Riley.Lange@pmo-cpm.gc.ca' <Riley.Lange@pmo-cpm.gc.ca>
Cc: Power, Michael (IC) <michael.power@canada.ca>
Subject: Social for tomorrow's PPE announcement

Hey Johanna and Riley!

I am reaching out because Minister Bains is giving an update on our Made in Canada project tomorrow, and we're looking for some help to amplify the announcement

In addition to the attached graphics to share, there is a company based in the PM's riding who has retooled to help us fight the COVID-19 crisis.

I believe my colleague Shauna sent through a backgrounder in both languages, but if not and you feel you need these please let me know!

Our narrative on gown creation has been about protecting and supporting our healthcare heroes, but of course defer to you guys on the comms around this.

Some context as of April 2020 – no flags from our policy team on how this is progressing: Clothing maker Samuelsohn has reopened its Montreal factory with nearly 150 employees to begin production of personal protective equipment for doctors, nurses and first responders in Quebec.

The luxury menswear company says it has a deal with the province for an initial order of 200,000 surgical gowns and plans to provide hundreds of thousands more.

If you'd like to share their story, we ask that you use the hashtags #MadeInCanadaProject or #ProjectFaitAuCanada in your own posts so we can easily amplify the message.

Don't hesitate to give me a call should you have any questions!



Many thanks!

Mollie Anderson

Communications Advisor | Consiellère en communications

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