

## Lockington, Elliott (SPAC/PSPC)

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**From:** Liaison <Liaison@tpsgc-pwgsc.gc.ca>  
**Sent:** July 17, 2020 9:16 AM  
**To:** Liaison; fitz-morris, James (SPAC/PSPC); Roy, Cecely (SPAC/PSPC); Mullan-Boudreau, Caitlin (SPAC/PSPC)  
**Cc:** Vanessa Audette; Elizabeth Lindsay; Jean-François Létourneau  
**Subject:** RE: For MO approval: ESCR launch products - NR, Communications Messages and Promo Plan

Good morning,

Please note that we are working on revising the NR and Comms messages based on the PM's announcement yesterday, we will provide updated version as soon as possible.

Thank you,

*Marilyne*

Équipe de la Liaison et des événements ministériels | Ministerial Liaison and Events Team  
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**From:** Liaison  
**Sent:** July 15, 2020 3:40 PM  
**To:** James Fitzmorris <james.fitz-morris@canada.ca>; Cecely Roy <cecely.roy@canada.ca>; Caitlin Mullan-Boudreau <caitlin.mullan-boudreau@canada.ca>  
**Cc:** Liaison <Liaison@tpsgc-pwgsc.gc.ca>; Vanessa Audette <Vanessa.Audette@tpsgc-pwgsc.gc.ca>; Elizabeth Lindsay <Elizabeth.Lindsay@tpsgc-pwgsc.gc.ca>; Jean-François Létourneau <Jean-Francois.Letourneau@tpsgc-pwgsc.gc.ca>  
**Subject:** For MO approval: ESCR launch products - NR, Communications Messages and Promo Plan

Good afternoon, MO,

Please find attached for approval, the **ESCR launch products - NR, Communications Messages and Promo Plan**.

Please note that these products are currently with DMO for concurrent approval.

**SUBJECT:** Essential Services Contingency Reserve (ESCR) launch

**TIMELINE:** Minister Anand plans to launch the ESCR next week

**CONTEXT:** As more businesses, not-for-profit and other organizations re-open, the need for personal protective equipment (PPE), non-medical masks and disinfection products required to keep workers and clients safe will increase. The Government of Canada is establishing the ESCR, a reserve of PPE and other critical supplies essential services organizations can access when in urgent need.

## **PRODUCTS FOR APPROVAL**

**NR**

<< File: Promo Plan - Essential Services Contingency \_QC\_Jul 15\_1320\_DMO comments..\_.docx >>

### **Communications Messages**

<< File: NR - ESCR launch announcement\_clean.docx >>

### **Marketing Plan – Includes social media**

<< File: Communications Messages QsAs - ESCR\_clean.docx >>

France Gionet

<< OLE Object: Picture (Device Independent Bitmap) >>

Liaison et Événements ministériels / Ministerial Liaison and Events

Direction générale des politiques, de la planification et des communications / Policy, Planning and Communications Branch

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