

Lockington, Elliott (SPAC/PSPC)

From: Liaison <Liaison@tpsgc-pwgsc.gc.ca>
Sent: July 17, 2020 1:54 PM
To: fitz-morris, James (SPAC/PSPC); Liaison; Roy, Cecely (SPAC/PSPC); Mullan-Boudreau, Caitlin (SPAC/PSPC)
Cc: Vanessa Audette; Elizabeth Lindsay; Jean-François Létourneau; Media; Me'Shel Gulliver Bélanger
Subject: RE: ESCR no longer in Mississauga

Just sent an invitation – we can meet at 3pm

De : fitz-morris, James (SPAC/PSPC) [mailto:james.fitz-morris@canada.ca]
Envoyé : 17 juillet 2020 13:52
À : Liaison ; Cecely Roy ; Caitlin Mullan-Boudreau
Cc : Vanessa Audette ; Elizabeth Lindsay ; Jean-François Létourneau ; Media ; Me'Shel Gulliver Bélanger
Objet : RE: ESCR no longer in Mississauga

I have 8 minutes now... or a window between 3pm and 3:30pm

From: Liaison [<mailto:Liaison@tpsgc-pwgsc.gc.ca>]
Sent: July 17, 2020 1:49 PM
To: fitz-morris, James (SPAC/PSPC) <james.fitz-morris@canada.ca>; Liaison <Liaison@tpsgc-pwgsc.gc.ca>; Roy, Cecely (SPAC/PSPC) <cecely.roy@canada.ca>; Mullan-Boudreau, Caitlin (SPAC/PSPC) <caitlin.mullan-boudreau@canada.ca>
Cc: 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>; Media <media@tpsgc-pwgsc.gc.ca>; Me'Shel Gulliver Bélanger <MeShel.GulliverBelanger@tpsgc-pwgsc.gc.ca>
Subject: ESCR no longer in Mississauga

Hi James, What time are you available? Confirming that we will speak immediately with SCI, region, AV to cancel their participation.

We will set up a call at to discuss next options.

Lucie

De : fitz-morris, James (SPAC/PSPC) [mailto:james.fitz-morris@canada.ca]
Envoyé : 17 juillet 2020 13:24
À : Liaison <Liaison@tpsgc-pwgsc.gc.ca>; Cecely Roy <cecely.roy@canada.ca>; Caitlin Mullan-Boudreau <caitlin.mullan-boudreau@canada.ca>
Cc : 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>
Objet : RE: For MO approval: ESCR launch products - NR, Communications Messages and Promo Plan

Can we jump on a quick call after this forward planning call?
There have been some significant developments regarding this event.

In short:

The centre is not comfortable with us publicly divulging (through an MA) the location of any of our warehouses. Nor is there comfort with having media present without strict undertakings such as NDAs in terms of the location and any other sensitive info.

So.... We are going to have to do this announcement either from WB in Ottawa or the MRO. We are sorting out the Minister's schedule in terms of which.

However, we would still like to be able to show visuals of our warehouses. So I would like to discuss options around this. i.e.: Can we get some high-quality photos and b-roll of the interior that can be shared with media?

Thanks,
James

From: Liaison [<mailto:Liaison@tpsgc-pwgsc.gc.ca>]

Sent: July 17, 2020 9:16 AM

To: Liaison <Liaison@tpsgc-pwgsc.gc.ca>; fitz-morris, James (SPAC/PSPC) <james.fitz-morris@canada.ca>; Roy, Cecely (SPAC/PSPC) <cecely.roy@canada.ca>; Mullan-Boudreau, Caitlin (SPAC/PSPC) <caitlin.mullan-boudreau@canada.ca>

Cc: 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: 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
Cell: 819-661-5893 – LIAISON | Cell: 343-998-5449

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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