

## Lockington, Elliott (SPAC/PSPC)

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**From:** Liaison <Liaison@tpsgc-pwgsc.gc.ca>  
**Sent:** July 15, 2020 3:40 PM  
**To:** fitz-morris, James (SPAC/PSPC); Roy, Cecely (SPAC/PSPC); Mullan-Boudreau, Caitlin (SPAC/PSPC)  
**Cc:** Liaison; Vanessa Audette; Elizabeth Lindsay; Jean-François Létourneau  
**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



NR - ESCR launch  
announcement\_...

Communications Messages



Communications  
Messages QsAs ...

Marketing Plan – Includes social media



Promo Plan -  
Essential Service...

France Gionet

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