



**INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS  
FRATERNITÉ INTERNATIONALE DES OUVRIERS EN ÉLECTRICITÉ**



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**TO ALL MEMBERS OF THE IBEW**

Greetings:

The IBEW, *We're There For You*. That's the message you will hear on our soon-to-be-launched television commercial running from April 1- June 30. It is part of a national marketing campaign we have been working hard on to create better awareness of the people who make up the IBEW, and highlight the important jobs you do from coast to coast.

Watch for these ads on the following television networks and check out [www.ibewcanada.ca](http://www.ibewcanada.ca) to learn more about your fellow brothers and sisters across the country. We will be running a French billboard campaign all throughout Quebec to bolster awareness.

**Television Stations:** History, Discovery, Comedy, TSN, BBC, CBC Hockey Night in Canada



Share Your Story: "Local Heroes" tab on the site, we want to hear from you – yes YOU – about the great work you do both on the job and in your communities. We want to show who the IBEW is and all the ways IBEW members are there to keep Canada running. The site will go live on April 1<sup>st</sup>, check back often for updates and to share your story.

This is the first time in our history we have ever undertaken a campaign of this kind. Our goal is to increase pride in being part of an organization made up of over 65,000 women and men working across multiple sectors all over Canada.

When disasters strike, when things go wrong, when power or electrical systems fail, or communication systems or signaling need repair and maintenance, the **IBEW is There For You**.

We build and take care of Canada. You can rest assured that the professional electrical workers of the IBEW, get it done, and done right – on time and on budget. When you need better training, benefits, pension, pay raise, arbitration, fairness, information on government policy changes that affect working people – the IBEW is there for you.

Everyone joins a union for the benefits and security of the collective, and they expect support at all levels. The IBEW aims to give that support and always be there for you. In order to keep you updated on the development of the campaign, as well as important information about your union, please share your email address with us! Just send your name, Local Union and email to: [ivpd\\_01@ibew.org](mailto:ivpd_01@ibew.org)

Best wishes.

In solidarity,

Bill Daniels  
International Vice President

BD/ln