

For Immediate Release

March 26, 2014

Women & Politics London to host municipal campaign school for candidates

(London, ON) – A woman needs to be asked to run for political office three times more than her male neighbour before she will throw her hat in the ring. Once she enters the race, she will face many barriers along the way, and as many first-time candidates know, running a campaign can be a steep learning curve.

Women & Politics London is looking to give a helping hand to women and their campaign teams as we gear up for the 2014 municipal election in London. The citizen-led group will be hosting a municipal campaign school on April 5, to walk candidates through the ins and outs of running a campaign.

The one-day course will feature content individually geared to supporters, campaign managers and candidates. Topics will cover communications and messaging, fundraising, legal aspects of a campaign and media tips – all through a gendered lens.

Political veterans Joni Baechler, Judy Bryant and Gina Barber will draw on their own experiences running their campaigns in a panel discussion that will look at what it means to be a candidate.

The workshop also welcomes Pat Maloney and Chip Martin from the London Free Press to the agenda to offer candidates their tips for working with the media.

This event is open to women candidates, women and men supporters, team members and the general public.

Date:	Saturday, April 5, 2014
Time:	8:30 a.m. to 3:30 p.m.
Location:	Goodwill Industries, Conference Room, 255 Horton St E
Cost:	\$20 or pay what you can for low-income attendees/students

- 30 -

About Women & Politics London

Women & Politics London is a citizen-led initiative that seeks to actively engage women in politics and create opportunities to amplify their voices. We host events, develop educational resources, participate in political activities and connect women with their community and each other.

We envision a world where women have equal access, equal power, and equal representation. Learn more at fempolildn.wordpress.com.

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