

**From:** Hildegard Krieg [REDACTED]

**Sent:** April-18-22 9:52 AM

**To:** [REDACTED]

**Subject:** ADVERTISING

Att: Erin Jackson, Chief Administrator Officer

Re: Transit Bus Bench Advertising

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Dear Ms. Jackson,

I write on behalf of myself and the Shuswap Pro-Life Society, of which I am the President.

For the past 14 years we have been advertising on the City of Salmon Arm transit bus benches to promote public awareness of the sanctity of life. On December 31, 2022, we were told by the City's contractor that advertising on the City transit bus benches is now restricted to commercial advertising.

We note that the City's August 11, 2021 "Expression of Interest" document for transit bus benches required:

"Any advertising on or attached to the Transit Bus Benches shall be commercial, in 'good taste' and conform to the standards as provided by the Canadian Code of Advertising Standards, all approved by the City."

Our life-affirming advertisement on a City bus bench was recently removed on April 2, 2022, and we were prevented by the City's policy from posting another advertisement.

I trust that the City is aware that its actions and policies must comply with the *Canadian Charter of Rights and Freedoms*. The Supreme Court of Canada has held that it is not constitutional to prohibit non-commercial advertising on government-owned transit facilities.

I respectfully request that the City permit us to continue advertising on City benches, and we specifically ask that we be permitted to post the attached advertisement on City benches beginning May 1, 2022, at the standard rate.

Yours truly,

Hildegard Krieg  
[REDACTED]

Enc.

cc. Mayor Alan Harrison and City Councillors