

## ***Purple Votes Launches 2020 Provincial Election Issues Campaign***

**Saskatoon** – Provincial election campaign season is underway and SEIU-West members are engaging with candidates of all parties on issues that are important to their communities through their Purple Votes campaign ([www.purplevotes.ca](http://www.purplevotes.ca)).

“In our recent experience, a number of decisions made by our provincial government have been cause for our members to be concerned,” says Barbara Cape, President of SEIU-West. “I think our members within their communities deserve better than what has been offered to them lately. It’s time for the politicians to introduce progressive recovery strategies that will improve the lives of people who elect them to office.”

The issues that the SEIU-West Purple Votes campaign will focus on are minimum care standards within the health care sector to address chronic understaffing, investment in home care services to ensure ease of access for people in need, stable multi-year funding for Community-Based Organizations (CBO), and safety in the education sector.

“We’re encouraging our members and the public to ask questions of the candidates to find out if their answers match what they value at their core so they can make a well informed decision,” adds Cape. “We actively encourage our members to engage in politics – it’s so important to our democracy.”

Over the course of October, there will be several things to watch for from [PurpleVotes.ca](http://PurpleVotes.ca) including ‘Why I Vote’ videos, infographics, and advertising.

“Regardless of which party forms government, our members will hold them accountable for the decisions they make on behalf of the electorate,” continues Cape. “I encourage everyone to vote in this year’s provincial election, don’t let your voice go unheard.”

Service Employees International Union West (SEIU-West) represents over 13,000 people across Saskatchewan. They include people who work in health care, education, municipalities, community-based organizations, retirement homes and other sectors. They are joined by one colour – purple – and one union – SEIU-West. Visit [PurpleWorks.ca](http://PurpleWorks.ca) to find out more about SEIU-West members.

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