
FOR IMMEDIATE RELEASE

Stiff Sentences demonstrates it cares

OTTAWA, Ontario, February 6th 2004—Stiff Sentences Inc. is proud to be part of the Coalition of Community Health and Resource Centres (CCHRC) 'Enough is Enough' campaign.

When members of the CCHRC needed to raise awareness about potential City of Ottawa cuts to crucial programs and services, they turned to the writers of Stiff Sentences. Prior collaborations between the two organizations include the *Great Expectations* brochure and the advocacy section of the Coalition's website.

"We were delighted to contribute our creativity and expertise to this campaign," said Brian Hanington, president of Stiff Sentences and The BackDraft Corporation. "We believe, both as a company and as individual writers, that it is important to give back to our community."

With key members of the CCHRC, Stiff Sentences writers brainstormed ideas for a campaign that would be cost-effective, easy for the Coalition to implement, and eye catching.

"Deluging the mayor with a mountain of loonies will certainly grab the attention of councillors and the public," said Mr. Hanington. "It's a simple idea, but communicates a powerful message. And we made it easy for people to participate; all they have to do is put a loonie in a pre-addressed envelope."

Mr. Hanington believes the campaign will be a great success and will raise awareness of how important public services such as those delivered by community health and resource centres are.

About Stiff Sentences

Stiff Sentences is a team of seasoned professionals devoted to the written and spoken word, and driven by the power of language to communicate, inspire and influence. Founded 15 years ago in Nova Scotia, Stiff Sentences is now a national company of writers with vast experience in every genre of promotional writing—from speeches and filmscripts to annual reports and websites.

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