

# Liberal changes cost us all

The McGuinty Liberals paid a Liberal-friendly ad firm more than \$200,000 to redesign Ontario's trillium logo. For that money the Liberals were given something unrecognizable as a trillium, something more akin to poison ivy.

It has been said that serious jurisdictions do not change their identifying marks. Certainly serious companies would never re-brand themselves in a manner that made them unrecognizable unless they were trying to put a big problem behind them.

Perhaps what rankles more than the senseless change for senseless change's sake, more than the \$200,000 paid to the same firm that created the infamous "I won't raise your taxes" ad with Mr. McGuinty during the last election, is the attitude they have regarding your tax dollars.

If the McGuinty Liberals are spending money in this manner, if they have no qualms providing questionable projects to ad firms, especially in the wake of the federal Liberals' AdScam scandal, just what other projects have they commissioned?

Well, apparently they have also commissioned a change from the Ontario Lottery and Gaming Commission (OLGC) to Ontario Lottery and Gaming (OLG) which seems pretty innocuous except it means all lottery terminals must get new signage.

It also means all letterhead, business cards and other business paraphernalia must be changed. It has been estimated that the change which amounts to dropping the final "C" could cost more than \$10 million.

**Ted Chudleigh**



Is that the most effective spending of Ontario tax dollars?

The trillium has been an Ontario symbol since the 1930s. It doesn't belong to governments or politicians but to Ontarians. It shouldn't be changed on the whim of any government and any discussion of it should certainly not be held in secret. Perhaps what is more troubling is that the redesign bears more than a passing resemblance to the logo of the Ontario Liberal Party.

For years my office and the office of every MPP in Ontario has been handing out Ontario Trillium pins for people to hand out when they travel or when people from outside of Ontario come to visit. My office has handed out thousands. These pins are a symbol of Ontario around the world. Should we be throwing that away?

Conservative Leader John Tory has set up a website for people to voice their opinion at [www.saveourtrillium.ca](http://www.saveourtrillium.ca) and I encourage you to access the site and provide your comments.

—Ted Chudleigh is the MPP for Halton

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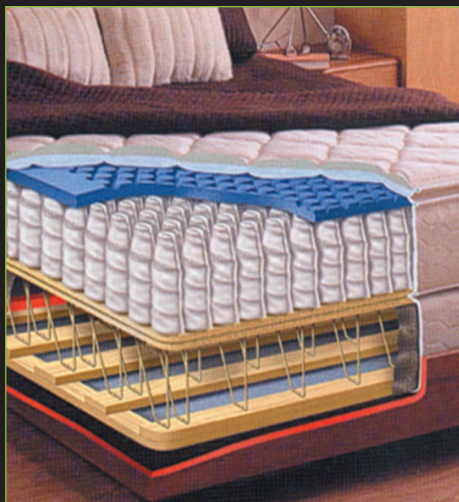
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