

ChampionCountry

Residents warned about St. Mary's PR campaign

By Dianne Cornish
SPECIAL TO THE CHAMPION

After initially being unnerved by the announcement that St. Mary's Cement will now be leading the charge for the proposed quarry in northeast Flamborough, members of a grassroots citizen's group opposed to the project have regrouped and come out swinging.

At a public meeting at Balaclava School recently, area res-

idents were advised not to be fooled by the "slick" PR campaign that the large aggregate company is expected to unfold in coming months.

St. Mary's, which became owners of the quarry site at 11th Concession Road East and Milborough Line in June, will try to win residents over in a variety of ways with "corporate slick messaging," Graham Flint, chair of FORCE (Friends of Rural Communities and the Environment), told The Champion recently.

He made similar charges while addressing a crowd of

about 200 residents who filled the Carlisle school's auditorium during the information meeting organized by Flamborough Councillor Margaret McCarthy.

While acknowledging that St. Mary's is "much more experienced and professional" and has "much, much deeper pockets" than the site's previous owner, Lowndes Holdings Corp., Flint reminded the crowd that the "real issues" firing opposition to the quarry remain.

The 158-hectare (390-acre) site is surrounded by existing rural communities, has significant hydrogeologic and environmental features and limited transportation options for haul routes, he said.

Using a virus as a metaphor, the FORCE chair warned residents to be wary of "the St. Mary's virus"—a.k.a. its public relations campaign—and "vaccinate" against it by being aware of the issues.

He predicted the campaign will try to win over residents by disarming them into believing there's nothing to worry about, charming them into accepting the proposed quarry

• see GROUND on page A14



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Thanks for reading!



The Application by Pristine Power Inc. To Build A Hydro Plant In Milton

IMPORTANT REMINDER

On November 15, 2006, The Ontario Power Authority will make a decision as to whether this plant will be built. If your view is that the plant should not be built, please send a very short email describing your views to:

Dr. Jan Carr, Chief Executive
Ontario Power Authority, 120 Adelaide Street West
Toronto, Ontario M5H 1T1
email: jan.carr@powerauthority.on.ca

The plant is described in our memo to Town Council, which is at www.willisfarm.com
There is also a sample letter at this website. Please act now.