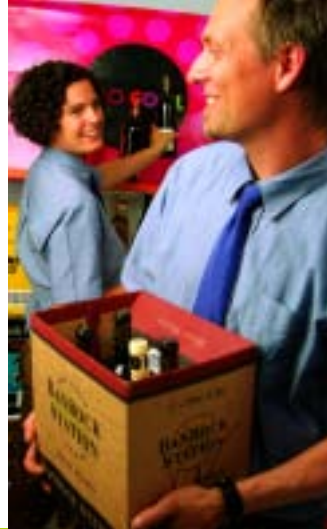




IT COULD
BE A
HOT, DRY
SUMMER!

■ GREAT SERVICE, SELECTION AND PRICES

As LCBO employees, we are proud to provide you with friendly, expert service. LCBO stores offer the widest selection of products from around the world, at the lowest possible price.



■ PRIVATIZATION: STILL A BAD IDEA

Keeping the LCBO public simply makes sense. When Alberta's public liquor system was privatized, there were serious consequences.

- Privatization in Alberta led to:
- higher prices
 - more impaired driving and alcohol-related crime
 - increased enforcement costs
 - increased consumption
 - reduced government revenue



OUR PUBLIC LCBO



■ LCBO REVENUES GIVE BACK TO ONTARIO

We're also proud of how we help communities. The LCBO is owned directly by the people of Ontario. That means the more than \$1-billion we generate each year in profits alone goes to pay for health care, education and other vital public services across the province.

*We don't sell to
anyone underage
or intoxicated.*

■ SAFE COMMUNITIES

As a public agency, the LCBO has a mandate to sell alcohol responsibly. Each year, LCBO employees refuse to serve thousands of people who are underage or intoxicated. This keeps communities safe.



That's why every time someone suggests privatizing the LCBO, the people of Ontario overwhelmingly reject the idea.

But there is a lot of money at stake – your money. That is why the McGuinty government and LCBO management have started looking at privatization again.

OUR LCBO LET'S KEEP IT PUBLIC!

LIQUOR BOARD EMPLOYEES DIVISION  OPSEU



How
you can
help keep
our LCBO
public

IT'S OUR LCBO LET'S KEEP IT PUBLIC!

Please contact Premier Dalton McGuinty and Andy Brandt, the LCBO's Chair and CEO. Ask them to bargain a fair deal with LCBO employees. And tell them:
It's our LCBO – keep it public!

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www.olbeu.com or
www.opseu.org

**LIQUOR BOARD
EMPLOYEES
DIVISION**
 **OPSEU**



■ THE WRONG WAY TO GO

INCOME TRUST: The McGuinty government is considering selling the LCBO's profits to a private "income trust." This would give the government a one-time windfall. But it would take hundreds of millions of dollars out of public services each and every year into the future.

Privatization doesn't work. Think about Highway 407. An income trust would be the same kind of mistake – only worse!

FRANCHISE STORES: LCBO management also wants to replace LCBO outlets with privately-run "franchise" stores. This means reduced selection and cuts to service.

And with profit as the only motive, what's to stop private stores from selling alcohol to kids or people who are intoxicated?



Why take away safeguards on selling alcohol to kids and intoxicated drivers, reduce selection and service, and take millions from vital public services every year?

■ A HOT, DRY SUMMER? WE HOPE NOT!

Liquor board employees are negotiating with the LCBO for a fair collective agreement. But LCBO management is demanding major concessions that will make privatization easier. They want to undercut our working conditions – which will have a big impact on the quality of service we provide.

In fact, LCBO management seems determined to force a strike.

Ontario is in for a long, hot summer. Help us make sure it's not a dry one, too!



Why is LCBO management determined to force a strike no one wants?



OUR LCBO

LET'S KEEP IT PUBLIC!