



## BULLETIN

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**PLEASE POST – BL10344**

DATE: September 14, 2011

# HSA launches latest TV ad blitz

A new HSA TV ad will reach people living in every community in the province over the next month. The new ad, launched this week, will be run alongside the memorable HSA TV ad debuted last fall.

“We’re building on the success of last year’s TV campaign,” said HSA President Reid Johnson. “For the first time in our history, HSA is telling our story by making a long-term commitment to reaching the huge audiences watching prime-time television on all the major channels.”

The new ad shows another facet of HSA’s role as the union delivering modern health care, explained Johnson. “Our members work at every level of the health care system. We’re the glue holding it together. So while last year’s ad shows just how essential our members are to the work of doctors, the new ad finds a unique way to show how we compose the harmony of the health care system.”

The two ads will run until mid-October.