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United Way of Greater Simcoe County
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*United Way of Greater Simcoe County and the County of Simcoe
Present Ontario's 25-in-5 Network's Blueprint for Poverty Reduction*

Friday, December 5th, 2008

Who: **Marvyn Novick, Social Planning Network of Ontario and CAMPAIGN 2000**
What: **Ontario's 25-in-5 Network Blueprint for Poverty Reduction**
When: **Thursday, December 11, 2008, 1:30 to 3:30 pm**
Where: **County of Simcoe Council Chambers
Administration Centre, 1110 Highway 26
Midhurst, Ontario**

United Way of Greater Simcoe County (UWGSC) and the County of Simcoe are pleased to present Ontario's 25-in-5 Network's Blueprint for Poverty Reduction. The 25-in-5 network is an anti-poverty coalition comprised of organizations and individuals who are promoting a realistic and achievable plan that would make Ontario a leader in poverty reduction. The network launched a 22-stop provincial tour to speak to communities about this initiative and is presenting its blueprint for poverty reduction in Simcoe County on December 11th. Members of the general public and media are invited to attend.

The coalition's consultation document, *A Blueprint for Poverty Reduction: Leadership in Hard Times*, proposes specific steps to reduce poverty by 25% within the next five years. It argues that action on a poverty reduction plan is especially necessary in tough economic times, identifies the various policy tools that are at Ontario's disposal to tackle poverty and proposes a set of specific, multi-year steps to achieve the goal of 25% in 5 years.

Additionally:

- *Marvyn Novick is a leading thinker and contributor to the social policy field in Canada*
- *He has prepared major national reports on child poverty in Canada, addressed issues of work and family life, focused public attention on the social responsibilities of local governments in Ontario, conducted a widely cited two volume study on changing social conditions in Toronto suburbs, and is the author of working papers on the life chances of children.*
- *Professor Novick is a retired professor of social policy at Ryerson University. He has been a committed activist on social issues for five decades and has been presented widely to community and professional audiences.*
- *He is currently engaged in continuing work on child poverty and poverty reduction in association with both CAMPAIGN 2000 and the Social Planning Network of Ontario.*

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For more information on this event please contact:

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or

For further information on *Leadership in Hard Times: 25 in 5's Tour to Promote Poverty Reduction* please contact:

Media Alert

Peter Clutterbuck (416) 738-3228