

Quality of Life CHALLENGE

Media Coverage - Listing 2006-2009

WHO	WHEN	WHAT	WHERE (page #, placement on page)
Victoria Times Colonist	February 27, 2009	Article, "Poverty takes centre stage." Christina Peacock, Community Council and Quality of Life CHALLENGE mentioned.	Page A3
Monday Magazine	February 19-25, 2009	Article, "A Man with a Plan." By Jason Youmans. Interview with Seth Klein on CCPA's Poverty Reductio Plan for BC. Quality of Life CHALLENGE mentioned as co-host of event.	Page 7
Focus Magazine	September 2008	Editorial by Leslie on Álvaro is quoted and Quality of Life CHALLENGE, Community Council, LMD and our AGM are mentioned	Page 2 and 3
Serious Shopping – Newsletter of the Bay Centre	September 2008	Small article on SportChek's receipt of a Quality of Life CHALLENGE decal by LMD and QoL CHALLENGE.	Page 4
Goldstream Gazette	2 Sept 2008	Article, "Bakery's good work pays off." Article followed presentation of Quality of Life CHALLENGE decal by LMD and QoL CHALLENGE.	
Times Colonist	20 August 2008	"Quality Workplace" Photo with large caption about Hemp &Co.'s decal recognition by LMD and Quality of Life CHALLENGE	B2 With photo
Times Colonist	9 August 2008	Article, "Job Flexibility helps Victoria claim Canada's work capital." By Carla Wilson. LMD project, decal presentation and quote by Álvaro featured in article.	First page of Business Section B5 Large photo
Times Colonist	21 May 2008	"Quality of Life Challenge: 'Living wage' climbs to \$16.39 " Article by Carla Wilson.	Front page of Business Section
The Q Radio	20 May 2008	Living Wage report carried in newscasts	
C-FAX 1070 Radio	20 May 2008	Living Wage report carried in newscasts	
C-FAX 1070 Radio	20 May 2008	Maureen Young and Jennifer Hawe, co-owner ColdStar Freight Systems inc. were interviewed on Tuesday 20 May at 5:40pm.	
C-FAX 1070 Radio	15 May 2008	John Juricic who spoke a t the Quality of Life CHALLENGE Launch was interviewed by Murray Langdon for half an hour.	
A Channel News	13 May 2008	Story on Launch of Quality of Life CHALLENGE – Phase Two. Report by Eric Thomson	
Business Examiner	May 5 – 18, 2008	Invitation to the Quality of Life CHALLENGE, "How to sustain your business while tackling poverty in our region."	Include back cover on BBB page.
CBC Radio – On the Island	12 May 2008	"On the Island" with Gregor Craigie. "Poverty Reduction and the Quality of Life CHALLENGE" with Maureen Young and Lloyd Craig, of Coast Capital	
C-FAX Radio 1070 – Public Eye	11 May 2008	Poverty Reduction and the Quality of Life CHALLENGE with Maureen Young	

Shaw, The Daily	First week of January 2008	Replayed "Quality of Life CHALLENGE" stories. Including stories on the Dental Clinic and the Living Wage.	
Our Times (National Magazine) Also picked up by LetJusticeRoll.org	Aug-Sept 2007	Minimum And Living Wage Campaigns In Canada - A Fair Day's Pay. Article by Carole Pearson	
Times-Colonist	08 Mar 2007	"CRD's 'watershed' moment: Full support for housing plan." Sub-title: "New strategy puts end to fighting, confusion." By Judith Lavoie. Mabel Jean is quoted in article on the passing of the Regional Housing Affordability Strategy.	A1, top 2/3 rd page Continued on A2
Shaw, The Daily		Coast Capital Savings, Quality of Life partner	
Shaw, The Daily	13-24 Jan 2007	Prevention of Alcohol and Risk Related Trauma in Youth (PARTY), a story on the CHALLENGE Website	
Shaw, The Daily	12-13 Jan 2007	Victoria Street Newz , Quality of Life Award recipient	
Douglas – Victoria's Business Magazine	Jan/Feb 2007	Cover Story - Attracting and Retaining Staff – Ways to keep employees happy and loyal	Pages 28-35
Monday Magazine	14-20 Dec 2006	StreetNewz wins award – The Community Council will give a quality of life award to Victoria Street Newz December 19.	Page 8
SPARC BC News	Summer 2006	What Does it Cost to Live in BC's Capital Region?	Pages 16-19
C-FAX Radio	09 Jun 2006	Interview with Joe Easingwood on the real costs of living in the region and the living wage with Jane Worton and Stacey Toews of Level Ground Trading. Listeners call in with questions and comments.	8:20-9:00am
Times-Colonist	16 May 2006	Editorial: Living here comes at a cost	A10
	18 May 2006	Letter to the Editor: Province must help lower-wage workers	A15
Radio Canada	15 May 2006	Interview on "The Living Wage" for BC's Capital Region	
CH TV	15 May 2006	News story on the real costs of living in BC's Capital Region. The Living Wage story interviewed young parents on their challenges and ways of coping with the costs of living here; interviewed Researcher Jane Worton on the Living Wage and presented the numbers on screen.	6pm News, 2 nd story, 3 minutes
CBC Radio	15 May 2006	"On the Island" host interviewed Sheila Walker, Spectrum Job Search, and Mabel Jean Rawlins-Brannan about the current labour shortage and challenges faced by employers	"On the Island", 7:15am
Times-Colonist	15 May 2006	What does it cost to live here? Typical family needs "living wage" of \$14.88 and hour, 60 hours a week	A1, top of page, colour photo, 2/3 of page, Ways to help employees, A2
Times-Colonist	15 May 2006	"Higher Wages Not The Only Way To Make Life Easier For Employees"	

Black Press – News Group	12 May 2006	Corporations take Responsibility – Local businesses share tips on improving their employees' quality of life	Business Section, B6
		Full page insert "First Annual Corporate Social Responsibility Week"	A8
Business Examiner	1-14 May 2006	Good business builds strong communities – 1/3 page ad for CSR Week, 13-19 May 2006	Page 18
Times-Colonist	5 May 2006	"Council promotes business investment in new employees." Story about Corporate Social Responsibility week, "HR options for action" and local employers' HR policies, and the May 15 th Progressive Supper Theatre event.	Business section, A17
Shaw		2 minute stories profiling innovative Human Resources practices of local businesses, bookended by CHALLENGE logo and Take the Employer CHALLENGE	"The Daily" starting at 6:00 p.m. on Friday, every half an hour until 3 p.m. the next day
	7 Apr 2006	Pepper's Foods	
	21 Apr 2006	Abebooks	
	28 Apr 2006	CHOICES Adoption	
	5 May 2006	Accent Inns	
	12 May 2006	The Bottle Depot	
	19 May 2006	Level Ground Trading	
The Victoria Naturalist	May/June 2006 issue	2-page article on Quality of Life CHALLENGE	
Shaw Cable		3 minute stories bookended by CHALLENGE logo and reference to website	
	20 Sept 2005	Burnside Gorge Comm. Ass'n – Family Self Sufficiency	
	5 Oct 2005	Tactile Map	
	7 Dec 2005	Anawin House	
	9 Dec 2005	Transition House for Older Women	
	12 Dec 2005	Island Savings	
	15 Feb 2006	Elite/SPUD – coats story	