

CUPE COMMUNIQUE

Canadian Union of Public Employees **CUPE.ca**

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Media Release: CUPE 21, Regina Civic Members' Union launch new campaign

(REGINA) CUPE 21, Regina Civic Members' Union, has launched a new video campaign highlighting the work of their municipal employees throughout the year. The videos launched today highlight the work CUPE 21 members perform in fall and winter, as well as profiling the evolution of their work over the last 90 years.

"Our members have been serving Regina with pride since 1934. They keep the city running year-round, whether that's planting in the spring, maintaining parks and pools in the summer, or maintaining and clearing streets in the fall and winter," said Tyler Hutchinson, acting president of CUPE 21. "Municipal workers are the quiet heroes who keep our cities running. It's important to profile their important work and recognize their invaluable contributions to our community."

The new multi-media campaign will air across video and social media platforms and can be viewed here:

[CUPE 21 Winter Video](#)

[CUPE 21 History Video](#)

The Regina Civic Members' Union represents over 1,260 outside city workers in the City of Regina.

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