

Coming soon... to a screen near you!

There's an 'Easter egg' in store this weekend for movie-going OSBCU-CUPE members: one of the pre-show ads screening in cinemas will be the animated video, "School Day - Ontario," highlighting the work of CUPE education workers and how we support the school community.

Here's a [sneak peak](#)

The video was first created in 2018 as part of CUPE BC K-12's bargaining support campaign. OSBCU adapted the original to run in English and French and the videos will run as ads in 105 Cineplex, Magic Lantern, Landmark, and Cinestarz theatres across Ontario.

The ads will run for two 2-week periods in cinemas to coincide with the release of two blockbuster movies: Avengers: Endgame (from April 26) and Toy Story 4 (from June 21). A 15-second version of the video will also run as an ad on social media.

We encourage OSBCU-affiliated locals to promote the video to their members, on their own websites and on social media. And remember to give OSBCU, CUPE, and yourselves a big cheer when you see our work on the big screen!

Laura Walton

President
Ontario School Board Council of Unions
P. 613.922.6711
E. lwalton@osbcu.ca/lwalton@cscso.ca