

From: Martin Sullivan
To: [Catherine Squire](mailto:Catherine.Squire)
Subject: Fwd: Wednesday Update Project Foundation
Date: Wednesday, October 3, 2012 10:17:32 PM
Attachments: [.png](#)
[.png](#)
[.png](#)
[Oct 4 News Release Final.docx](#)
[MF Key Messages October 1-5.docx](#)
[O&As October 1-5.docx](#)

FYI

Begin forwarded message:

From: Cathy Bennett <cbennett@bgoc.ca>

Date: 3 October, 2012 9:52:53 PM NDT

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Cc: "Nancy O'Connor (noconnor@mtlpr.ca)" <noconnor@mtlpr.ca>, "ssullivan@mtlpr.ca" <ssullivan@mtlpr.ca>, kim West <kwest@mtlpr.ca>

Subject: Wednesday Update Project Foundation

Thanks to all who attended the Mtg tonight...our Next Mtg is next Wednesday at 5:30 hosted by GJ Cahill.

Here is where we are today.

Website - a final site was select and a temp page is ready to go should we decide we need to activate it before the main site is ready.

Media - attached press release is going out tomorrow - Peter will be speaking to the media upon request. Nancy to coordinate. Materials attached for your info.

Budget - we have approved a spend of up to \$60,000 with the intention of reviewing and approving more expenditures next week.

Revenue - cheques can be made out to "I believe in the Power of NL Trust" and brought to our next meeting. John H will be dividing the contact list for us to approach so we don't ask the same people twice

Lapel Pins - are approved and 5000 are ordered. Intent is to distribute to our extended group and activate some young people to help with some street PR activities

Media outreach - in the coming weeks look at 'On Point' and 'Issues and Answers', and Anthony Germaine

Priority for Next Week's discussion - Identify the TOP 5 reasons why we 'believe' so we can sue it in our messaging.

Team to Do's:

Leo Abbass - we need names of friendly mayor's at MNL who might help us grow our group. Please forward their names / emails to Sarah, please. And please speak to Sheila O'Leary to gage her support

John Henley - to connect with Chris Pratt, Glenn Mifflin

Martin Sullivan - to connect with Zita Cobb & Gordon(?)..and sorry, I can't read my notes - a Fred(?) as well..and Richard (NLEC)

Jeff Pardy - to connect with Seamus Reagan

Cathy Bennett - to connect with Lana Payne, and then BRC and IBEW

Rob Crosbie - to connect with Lynn Morrissey re a possible SIFE Mtg hosted by "I believe in the Power of NL". Nalcor has agreed to participate. Hope to do next week.

Chris Collingwood - to connect with DW re Arts Community

Ralph - to speak to Shawn Skinner

Gail Fowlow - to connect with Bob Carter, Vale

That's it for tonight... tomorrow we go live!

Cathy Bennett

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NEWS RELEASE

For Immediate Release

Group forming to support Muskrat Falls hydro resource development

St. John's, NL (October 4, 2012) – Individuals have started to come together to form a group, unified by their passion for Newfoundland and Labrador, and their belief that Muskrat Falls is an important strategic move that can give us the power we need, help grow and diversify our economy, and take our place as a global player in clean energy.

As the group continues to form, its focus is encouraging engagement, learning and action. The decision to form a coalition was not taken lightly. It was not formed before lots of questions were asked about the business case, impacts on tax payers and electricity rates.

“We want to encourage Newfoundlanders and Labradorians to get engaged, learn more about the project if they don't feel fully informed, and ask questions. The members of our group have all done that in our own ways and we have come together after reaching a common point of view,” said spokesperson Peter Woodward.

Like others wanting to make an informed decision, the group is looking forward to seeing the final DG3 numbers on Muskrat Falls.

“This is an exciting time, and also an important time for us all to be fully engaged. That's our responsibility,” said spokesperson Leo Power. “This is about having the courage to do the right thing for our future and for our children's future.”

In the coming weeks, the group will share information for Newfoundlanders and Labradorians that want to become involved and take action.

-30-

Media contact:

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Key Messages October 1-5**Primary**

1. I'm a member of a growing group that has started to come together, unified by our passion for NL and belief that Muskrat Falls can give us the power we need, help grow and diversify our economy and take our place as a global player in clean energy.
2. We want to encourage Newfoundlanders and Labradorians to get engaged, learn more about the project if they don't feel fully informed, and ask questions. The members of our group have all done that in their own way and have come together after reaching a common point of view.
3. Like others wanting to make an informed decision, we are waiting for final numbers on Muskrat Falls, but DG2 numbers were positive and we believe DG3 numbers will be positive as well.
4. We believe this is a project that can change our province forever: it can give us the power we need, build our economy, and change how the world sees us.

Secondary

5. This is about having the courage to do the right thing for our future and our children's future.
6. We believe the project will help NL become a world leader in clean, renewable energy and it will position us to become a national and international energy supplier.
7. Muskrat Falls will help us meet our power needs with stable rates over the long term, while creating more opportunities to attract industry and people, and build our communities and social fabric.

Project Foundation – Q&As

- 1. Can you tell me more about this group that has been forming to support Muskrat Falls? Do you have a name?**

We are part of a growing group of people that are unified by passion for this province and belief that Muskrat Falls can give us the power we need, help grow and diversify our economy, and take our place as a global player in clean energy. We do not have a name, but we do share a common point of view – a point of view we each arrived at individually after asking questions, getting informed and making the decision to get engaged.

- 2. I think we're all wondering – is this one of Danny William's pet projects? And if not, who started the group, who's involved, and who's backing it?**

We are a group of people that has started to come together because we believe this is a project that can change our province forever: it can give us the power we need, build our economy, and change how the world sees us. And while this is not Danny Williams' project, he is welcome, as is anyone, to get involved. Still very much in the beginning stages, we have individuals that come from diverse backgrounds who want to get engaged.

If pushed on who's backing it – we are all invested in one way or another, but some choose to provide financial support. We are happy to provide you with a list of these supporters, but you can understand that this is information that I don't have at my fingertips at this moment.

- 3. Why did you choose to come together now?**

The time is now for engagement. As a group of people starting to come together, we are passionate about this province and excited by the potential this project holds. And like others wanting to make an informed decision, we look forward to seeing the DG3 numbers.

- 4. Isn't this really just a group of business people that stand to benefit from Muskrat Falls and want to see it go through at any cost?**

We are Newfoundlanders and Labradorians who see an incredible opportunity to grow and diversify our province in a way that sets future generations up for success. We come

from diverse backgrounds and want to get engaged. What unifies us is our passion for Newfoundland and Labrador and our belief that Muskrat Falls is the best option for our energy needs. We feel the DG2 numbers were positive and we look forward to seeing the DG3 numbers. And at the end of the day, what's most important is having the courage to do the right thing for our future and for our children's future.

5. How do you respond to 2041's recent statements around the significant risk involved with the project and that smaller incremental projects should be considered?

Risk is an important consideration of any project and one that cannot be taken lightly. We believe we have the know-how and expertise in this province to manage the associated risks and successfully deliver this and other projects of this magnitude. Based on the information we have today, we believe Muskrat Falls is the best option for our needs.

6. Most people feel that they don't have enough information on the project, yet your group has clearly made up their minds without the DG3 numbers. So what exactly are you basing your support on?

Our priority right now is encouraging Newfoundlanders and Labradorians to get engaged, learn more about the project if they don't feel fully informed, and ask questions. The members of our group have all done that in their own way and have come together after reaching a common point of view.

Like others wanting to make an informed decision, we are waiting for final numbers on Muskrat Falls, but DG2 numbers were positive and we believe DG3 numbers will be positive as well.

7. We heard Dwight Ball, the 2041 group, and others call for expert witnesses to participate in the HOA debate – where does your group stand on the format of the upcoming debate?

We are individuals that have started to come together because we share a common and informed view of the Muskrat Falls project. The purpose of our group is not to make recommendations to government on how best to debate this topic in the House of Assembly. Our focus is on encouraging Newfoundlanders and Labradorians to get engaged, learn more about the project if they don't feel fully informed, and ask questions.

8. Recognizing that your group may be the most outspoken organized group to support Muskrat Falls we've seen, how do you feel about the process and the availability of information from Nalcor and government leading up to the release of DG3 numbers and the HOA debate?

There is a tremendous amount of information available on Muskrat Falls. And while we are not intended to be an information source, we do hope to be a source of encouragement for people to get engaged, learn more and take action. Members of the group have all done that in their own way. And it's our responsibility to do that as Newfoundlanders and Labradorians.

9. What do you say to the naysayers?

What we would say to anyone is that this is too important to not get informed and engaged. Our first priority is encouraging people to get the information and form an opinion. All Newfoundlanders and Labradorians have the right to express that opinion, just as we are. We believe Newfoundlanders and Labradorians have the courage to do the right thing for our future and for the future of our children.

10. If people want more information, where should they be looking?

We are not intended to be a source of information but rather a source of encouragement for people to get engaged, learn more if they don't feel fully informed, and ask questions. However, our individual experiences have been that there is extensive information readily available to the public in across a variety of mediums.

11. If people want to become a part of this group, how do they do that?

In the next couple of weeks, the group will share information for Newfoundlanders and Labradorians that want to become involved and take action.

12. What kind of activity can we look forward to from your group in the coming weeks?

We will continue to come together as a group, encourage further public engagement – and we look forward to seeing the DG3 numbers. In the next couple of weeks, we will

also share information for Newfoundlanders and Labradorians that want to become involved and take action.

13. **We've seen over the past day or two pictures of the work that has already begun at Muskrat Falls in advance of project sanction. This more and more seems like we're being bullied into project sanction – wouldn't you agree?**

The discussion around what level of project prep that is required for a project like this is best left to the experts. What I can say is that it's a very important time and our group has started to come together because we believe that Muskrat Falls will help us meet our power needs with stable rates over the long term, while creating more opportunities to attract industry and people, and build our communities and social fabric.