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FOR IMMEDIATE RELEASE

See Jane Run launches 2022 campaign college for municipal candidates

Saint John, NB: See Jane Run is pleased to launch its 2022 municipal campaign college, beginning on September 14th.

“We have built on our successful format from the 2021 municipal election with a schedule of 12 virtual sessions that will run weekly on Wednesday evenings until the election,” says co-founder Katie Bowden. “Candidates and campaign managers from all New Brunswick communities are welcome to attend, and we’re excited to meet them.”

Session topics include platform development, campaign finance, candidate wellness, using social media, get out the vote, and others.

“Municipal elections are non-partisan, which means there isn’t a political party behind each candidate who can guide them through the process,” explains co-founder Brittany Merrifield. “See Jane Run was formed to give that support to female and gender diverse folk, in the hopes that we can improve diversity around the council table and fill the leadership pipeline in New Brunswick.”

The last municipal election saw more women than ever running for office, thanks in part to the efforts of See Jane Run. In fact, 5 of the 6 Saint John regional mayors are now women, and most regional councils also increased their number of female councillors.

“See Jane Run is a non-partisan supportive community,” says co-founder Tiffany Mackay French. “Between the friendly and open Q&A portion of each virtual session and the private candidate Facebook group for resource sharing and discussion, we tackle challenges together and help each other prepare for the job of municipal representative.”

On November 28, 50 New Brunswick municipalities will have full elections and 9 will have byelections. There will also be full elections for 12 Rural District Advisory Committees.

To see the complete list of communities having elections, visit: <https://www2.gnb.ca/content/enb/en/local-government-elections/positions.html#1>

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About See Jane Run

See Jane Run is a not-for-profit organization dedicated to promoting and supporting women who are interested in running for municipal government. We are a women-centered organization that aims to be inclusive of diverse people across gender and sexuality spectrums. Our next election is coming up on November 28, 2022!

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