

# Wallace Campaign Shares Full Policy Platform Online, Comments Encouraged.

*First-ever use of online public engagement tool during a political campaign allows for community input and debate on key policy matters.*

*Wallace to also hold weekly online townhall meetings through to October election day*

BURLINGTON, Ontario, August 8, 2018 ---- Beginning today, the Mike Wallace campaign for Mayor of Burlington is offering residents a unique online public engagement tool that encourages them to comment and debate Wallace's policy platform [haveyoursay.mindmixer.com](http://haveyoursay.mindmixer.com). This first-ever online conversation with voters focuses on six key policy areas: Planning, Growth & the Official Plan; Congestion & Traffic; Parks, Recreation & Culture; Property Taxes; Embracing Opportunity; and, Fostering an Engaged City.

"This is like a virtual door-knocking tool," said Mike Wallace, former 3-term MP for Burlington and 5-term city councillor. "It will allow voters to get to know me and where I stand. More importantly, it will let me hear what voters really care about and share their own ideas. Together, we will be able to make better choices for Burlington."

Residents can sign-up to participate through their Facebook, Twitter, LinkedIn, or Google accounts. They can also sign-up with their email addresses and create their own password. Participation will be promoted through a series of online advertisements and social media.

Wallace said, "Too often, it's only the loudest or most agitated voices that get heard. My team and I want to get everyone involved. We want to make it easy and effective."

The online public engagement tool, called MindMixer, has helped hundreds of municipalities across North America develop connections that cross neighbourhood lines, generate enthusiasm among more locals, and capture feedback that brings resident priorities into focus. The City of Guelph uses a MindMixer site as the official public discussion tool of the municipality [cityofguelph.mindmixer.com](http://cityofguelph.mindmixer.com). It has generated many new ideas and policies.

The Wallace campaign will also be expanding its online engagement of voters through a series of online townhall meetings, called *Mondays with Mike* where issues, policies, and community concerns will be discussed on Facebook Live. The one-hour townhall meetings will begin on August 13 at 7:00pm and continue weekly through election day on October 22. Voters will be able to ask questions and provide their comments directly to the candidate.

Wallace said, "As municipal leaders, we can never engage enough with the taxpayers of Burlington. It needs to be done early, often, and sustainably. My core campaign promise is to create a more engaged city. Today, we begin this process."

The program is also embedded in the Mike Wallace for Mayor campaign website [mikewallaceformayor.ca](http://mikewallaceformayor.ca)

**About Mike Wallace:**

Mike Wallace is running for Mayor of Burlington after serving the residents of the city for 3 terms as its Member of Parliament and 5 terms as a city councillor. He was responsible for leading the development of such Burlington landmarks as the Performing Arts Centre and the Paletta Mansion and Park, as well as convincing the Government of Canada to fund the clean-up efforts of the largest toxic waste site on the Canadian side of the Great Lakes, Randle Reef in Burlington Bay. He is now a professional realtor. His campaign office will open on August 18. For more information go to [mikewallaceformayor.ca](http://mikewallaceformayor.ca).

**About MindMixer:**

The MindMixer community engagement platform has helped more than 1,200 organizations start local conversations with people who care about the places they live. The company believes that good, informed ideas are out there, but many don't make it to the surface or are drowned out by the volume of usual voices. Leveraging the power of the Internet and social media, MindMixer's online engagement tools connect organizations with community members who might not otherwise get involved. For more information go to [mindmixer.com](http://mindmixer.com).

-end-

For further information contact:

Ted Griffith

griffith.ted@gmail.com

416.518.8308