



Government of Canada
Privy Council Office

Gouvernement du Canada
Bureau du Conseil privé

Ottawa, Canada
K1A 0A3

September 23, 2020

Yves Giroux
Parliamentary Budget Officer
Office of the Parliamentary Budget Officer
99 Bank Street, Suite 900
Ottawa, Ontario
K1A 0A9

Re: Information Request: IR0540

Mr. Giroux:

Thank you for your recent correspondence dated September 10, 2020, addressed to Mr. Ian Shugart, the Clerk of the Privy Council. As the Deputy Minister responsible for the COVID-19 Response (Communications), please allow me to respond on behalf of the Clerk.

In response to your question regarding expenditures on marketing and advertising, please note that the Privy Council Office has not funded all of the advertising undertaken by the Government of Canada in response to the COVID-19 crisis. We are therefore only providing information on the funding that we transferred to other government departments for advertising purposes. This funding will be transferred to lead departments through Supplementary Estimates B this fall.

We would be happy to provide monthly updates on the actual spending of the funding we transferred should that be of interest to you. Alternatively, you may contact the relevant departments directly.

Thank you for your role in contributing to the transparency of expenditures to Parliament and Canadians.

Sincerely,

Isabelle Mondou
Deputy Minister for the COVID-19 response (Communications)

Encl.