

May 28, 2020

CUPW Rebrands and Relaunches Perspective

In the coming weeks, members will receive the long-awaited new issue of *Perspective*, and should immediately notice that it looks a little different. For one, we've retired our old tabloid and relaunched as a magazine. More importantly, your *Perspective* is now much more than the Trustee's report. It is now filled with articles and information about CUPW's major campaigns, issues, committees, and so much more.

It was a real team effort to get this first issue off the ground and we appreciate the many contributions from our members.

As with many things this year, the launch of *Perspective* magazine was postponed due to COVID-19. We had printed some sections pre-COVID, but we're forced to shut down before printing was completed, and as a result, some articles are missing the latest information.

The Executive had a decision to make: update the articles which would cause further delays, or print as is, knowing that we continue to inform our members on the latest developments through bulletins, press releases and social media. It was ultimately decided that our membership has waited long enough for a new issue of *Perspective*, and despite missing some newer details, the stories remain relevant, provide a good synopsis of the issues, and are still a great value to the reader.

We are proud of our new *Perspective* and already hard at work on the next issue.

Happy reading!



Jean-Philippe Grenier
3rd National Vice-President

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