

To Whom it my concern,

I am sharing my view on flyer distribution control as invited to do so in the publisac. The date given was Oct. 21, 2019 which is not the same as the letter on the city website. I hope that my opinion will still be considered.

As a mother of 5 children aged 20 months to 16 years, it is very important to me to shop wisely and that means accessing the savings offered by the stores and stocking up on sale items

Although I am in the generation that is totally comfortable with computers and phones and can access the flyers online, I prefer to receive mine as a paper copy. Finding the flyer for each store is a time consuming process. I much prefer to quickly flick through a few pages of a paper flyer than I can take with me wherever I go (as opposed the the family computer) and read easily (as opposed to a tiny phone screen which may require me to pay for data to use).

I understand the initiative to reduce flyer distribution. I am aware of the environmental impact of the use of so much paper, especially if it is not properly disposed of. However, I use my flyers, recycle them and reuse the bag they come in before disposing of it. For that reason I fully support the idea of only delivering flyers to households that request it. I am hoping that rather than make it economically unfeasible to deliver flyers, they will be delivered to those who really want them and won't waste them. I also hope it also means that I will receive my flyers in a timely manner. Currently I only receive them late Thursday afternoon or evening. As sales start on Thursday, I find this very inconvenient. I have called Publisac on several occasions to voice this, but have been told that is not possible to do something as simple as reverse the distribution route so that those receiving their flyers last one week/month receive them first the following period. This makes planning purchases much easier and more efficient, allowing me to make less grocery trips and use less gas, thereby offsetting the environmental impact of the flyer delivery.

Thank you for you consideration of my viewpoint. I look forward to seeing a reasonable resolution to this problem.

Sincerely,

Ann Stewart