

## **Elections Nova Scotia Issues By-election Advertising Advisory**

April 21, 2015

(Halifax) – Elections Nova Scotia today is reminding prospective participants in the upcoming by-election in Halifax Needham that there are rules regarding election advertising.

“Reflecting on the violations of the *Elections Act* that occurred during the by-elections held in 2015, I am reminding Nova Scotians that we are in an election period,” said Richard Temporale, Nova Scotia’s chief electoral officer. Under the *Elections Act*, the election period in a by-election begins as soon as there is a vacancy and not when the writ of election is issued like in a general election.

A third party election advertisement is a message sponsored by an individual or group, other than a registered party or registered candidate, that promotes or opposes a registered political party, the election of a candidate, or a candidate’s position on an issue. Examples may include a specific policy proposal, increasing or decreasing taxes, or funding for education or health services. Any paid third party advertisement would be considered election advertising if it was directed at electors in an electoral district with a vacancy. A third party must register immediately upon spending \$500 on advertising that meets the definition of election advertising and is limited to spending no more than \$2,135.02 in a by-election.

“Advertising breaches of the Act, although infrequent, are considered serious offences because they can unfairly advantage or disadvantage candidates,” said Temporale.

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