



**NEWS RELEASE**  
For Immediate Release

Dated: November 6, 2006

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**RE: CaledoniaWakeUpCall.com Website Misrepresentation**

Early in the Week of October 30<sup>th</sup>, County staff was advised that the above website contained a replica of the County's logo. On investigation, the logo was found on the site above a section entitled "Election Central", that was then followed by a selective list of candidates by ward or elected position.

Since the logo is copyrighted and the creator of the website, Mr. Gary McHale did not have permission to use the logo, he was requested to remove it from his website. Some minor characteristics of the logo had been altered and Mr. McHale claimed it to be "artwork" rather than the County's logo.

The County's solicitor advised Mr. McHale on November 2<sup>nd</sup>, 2006, that the use of the logo was illegal, as well as misleading in that it suggested that the list of candidates was somehow endorsed by the County, which is untrue. Mr. McHale was asked to remove the offending logo by noon, November 6, 2006.

The logo remains on Mr. McHale's website. The County would like to make it clear that in no way does it support or endorse any selective list of candidates. Any such support or endorsement would be contrary to The Municipal Elections Act.

FOR FURTHER INFORMATION, please contact Bill Pearce, Chief Administrative Officer at [bpearce@haldimandcounty.on.ca](mailto:bpearce@haldimandcounty.on.ca) or by telephone at 905-318-5932 Ext. 220.