UNFILTERED POLITICS in partnership with samara

The internet has developed a generation of socially conscious young Canadians; but they lack the knowledge to enact changes within our traditional political system.

"Unfiltered Politics" by Shock Top will facilitate in-person conversations with young Canadians in fun, refreshing ways to drive political education and action.

1. CONNECT: Digital Campaign

THE "UNFILTERED POLITICS" CAMPAIGN WILL LIVE ON SOCIAL MEDIA, WHERE YOUNG STUDENTS ALREADY TALK ABOUT THEIR FAVOURED SOCIAL ISSUES. WE WILL INSPIRE THEM TO SHARE *THEIR* VIEWS WITH US, TRACKING THE RESULTS TO DETERMINE EACH CAMPUS' MOST IMPORTANT ISSUE. THIS WILL BECOME THE TOPIC FOR THAT UNIVERSITY'S "UNFILTERED POLITICS" EVENT.

2. CHEERS: Unfiltered Campus Tour

TO BREAK THE ICE AND PROVIDE UNIQUE ENTERTAINMENT, LOCAL COMEDIANS WILL PERFORM MATERIAL SOLELY ON THE NIGHT'S CHOSEN TOPIC. BETWEEN COMEDIANS, SAMARA, COMMUNITY ORGANIZATIONS AND POLITICAL LEADERS WILL PROVIDE DETAILS ON HOW THEY WORK TO DRIVE CHANGE ON TONIGHT'S ISSUES AND HOW EASY IT IS TO GET INVOLVED!

3. CHANGE: Your Vote Counts

THE CAMPAIGN AND EVENT SERIES ENCOURAGES STUDENTS TO USE THEIR NEW ATTITUDE AND KNOWLEDGE TO GET INVOLVED LOCALLY, AND, VOTE IN UPCOMING PROVINCIAL ELECTIONS, WHICH SUFFER FROM LOWER TURNOUT THAN FEDERAL. THE UNIVERSITY WITH THE HIGHEST TURNOUT GROWTH WILL WIN $5,000 TO USE TOWARD THE POLITICAL CAUSE OF THEIR CHOICE.

Why Shock Top?
IT SPEAKS FOR ITSELF
Shock Top is a modern, progressive beer brand that is known to start unfiltered conversations. It is also predominantly sold on tap in bars and pubs, the spiritual home of political action and conversation.

Why University students?
Universities provide us with an engaged and active community on the social issues of today. They represent the future of both the beer category and the political system, and thus are crucial targets for the success of both Shock Top's and Samara's goals.