

Aron Seal

*2020 Leadership Candidate / Candidat à la chefferie 2020
Conservative Party of Canada / Parti conservateur du Canada*



**Dear Conservative Party of Canada (CPC) members,
Chers membres du Parti conservateur du Canada (PCC),**

How do I define "conservative"? For me, it's all about choice.

Comment définir "conservateur"? Pour moi, c'est une question de choix.

The Conservative Party of Canada (CPC) has never promoted itself as the party of choice, despite the fact that the overwhelming majority of CPC policies reflect how we, unlike our opponents, want freedom to do as we choose.

Unfortunately, a small number of conservatives are uncomfortable with the word "choice". They are the same conservatives who speak at March for Life rallies, who hang pictures of mangled fetuses on their office walls, and who waste Parliamentary time and resources pushing dead-on-arrival anti-abortion legislation.

Social conservatives, or "so-cons", should be free to say and do as they like on their own time, away from Parliament Hill. But as far as official duties are concerned, the abortion debate must remain closed. As long as we let the views of the so-con minority dominate our political discourse, the CPC will remain in opposition.

You probably don't know who I am. Although I held high-ranking roles over eight (8) years with the Harper Government, including Policy Advisor to Stephen Harper and Director of Policy to Jim Flaherty, my duties were never public-facing. As a result, in running for CPC leader, I face an uphill climb. But, make no mistake: I am the best person for the job. What we need right now is a leader with expertise in strategy and branding. Me voici.

Why do I propose "choice" as the core of the CPC's next brand?

Because "choice" promotes the policies Conservatives do best. Tax cuts. Direct child care support. Red tape reduction. And so much more. It is all about getting government out of the way so we can live the way we want.

More importantly, "choice", as a brand, promotes how we're changing. We will not be defined by misogyny. Let there no longer be any cause for doubt. We respect women. We respect Quebec.

We Conservatives don't need to change much to win. Nos principes sont solides. Notre caucus est fort. All we need is a leader with vision and bilingualism.

I look forward to getting to know you all over the months to come.

Salutations distinguées,



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