

Highlights of achievements

The recent Friendly Energy campaign in New York and Washington D.C. encouraging the U.S. to choose Canada first for oil and gas imports has seen more than 12 million impressions or views in New York and Washington, D.C. alone. In its first two weeks, the associated friendlyenergy.com website attracted thousands of visitors, 85 per cent of them from the U.S.

A video ad campaign promoting the importance of oil and gas products in Canadians' everyday lives has accumulated more than 440,000 views on YouTube over the last week, a message we will continue to push.

58 research reports demonstrating the innovation, improvement and responsible production of Canada's energy resources

38 "Matter of Fact" responses to misinformation

208 story and analysis pieces highlighting people, innovation environmental responsibility and Canada's role in responsibly meeting global energy demand

73 specific pieces featuring Indigenous community benefits from the energy sector

67 pieces of commentary including the views and perspectives of guest writers

More than 400 graphics and over 40 videos

In 2021 to date, 72 per cent of visitors to the CEC's website are from outside of Alberta Nearly a quarter of visitors were from Ontario and 12 per cent from the United States, where the CEC has built a dedicated audience

The CEC's primary audience is and continues to be Canadians from coast-to-coast who need reliable energy in their daily lives and benefit from Canada's oil and gas exports

The CEC's social media channels have nearly 70,000 followers and reach hundreds of thousands of Canadians every week with fresh daily content including unique research, stories, graphics and video

To date, the CEC has run 14 public advocacy campaigns resulting in more than 76,000 Canadians sending letters to policy makers or signing pledges to support industry initiatives

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