



Campbell Strategies

Parli.ca - The first-ever dictionary of Canada's unique political language - now online.

Political geeks now have a place to find, post, and define the words and phrases that make Canadian political language so unique and memorable.

January 26, 2015, TORONTO, ONTARIO --- Campbell Strategies, a Canadian-based public affairs firm, has launched Parli.ca (www.parli.ca), the world's first and only online dictionary of Canadian political words, terms, and phrases. Parli.ca covers the A-to-Z (pronounced as 'zed', of course) of Canadian political language and its origins and usage, including such terms as: [Billion Dollar Boondoggle](#), [Orange Crush](#), and [Common Sense Revolution](#). Over 90 uniquely Canadian terms are defined. The publishers are planning to add more definitions regularly and hope that other Canadian political watchers will contribute to the ever-growing list.

"We hear many of these words in daily political discourse," said Barry R. Campbell, President of Campbell Strategies and Publisher of Parli.ca. "Yet, few of us really understand where these words and terms come from. It's important, from both a historic and contemporary perspective, that we know the origins of our political language. It's real history and a lot of fun."

Campbell is also a former Liberal MP for the riding of Toronto - St Paul's. He believes that political language should not just be left to the politicians. Political engagement, Campbell says, requires that the electorate be included in the political discourse.

He said, "My favourite entry is [Salmon Arm Salute](#). It falls under the Parli category of *Curses, Scandals, & Monikers* and comes from Pierre Trudeau raising his middle finger to protesters from his seat inside a private rail car during a vacation in Salmon Arm, B.C." Conservative Prime Ministers have been equally blunt. See: [No whore like an old whore](#).

Parli.ca is offered free-of-charge to anyone with an interest in the past, present and future of Canadian politics and its impact on our lives. Visitors to the site are invited to post comments about specific terms (perhaps they have another perspective or were at a specific event to add details). Visitors can also propose new terms to be included in the dictionary.

Campbell said, "Parli is a work in progress. We have another forty or so terms ready to go. And we are really looking forward to hearing from people across the country who can suggest terms, provide insights, and share the site with their politically-inclined friends."

Journalists, former and current politicians, political staff, students and anyone who has interest in Canadian politics are invited to follow Parli on Twitter twitter.com/parlidotca and visit the site directly at www.parli.ca.

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