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*PETER SONNICHSEN LAUNCHES BACK TO BASICS CAMPAIGN FOR HALIFAX CITY COUNCIL- SOUTH END DOWNTOWN*

Halifax, N.S. --- Peter Sonnichsen today announced his candidacy for Councillor in District 7, South End - Downtown, in the 2024 Municipal Election for the Halifax Regional Municipality.

Peter brings a strong work ethic and years of practical, real-world experience to the race. He was born in District 7 and has family ties that span generations in the Halifax Regional Municipality. He is deeply committed to his community through volunteer work with youth sports and non-profits. Peter's extensive real-world background in law enforcement—having dedicated 30 years to the RCMP—underscores his commitment to safeguarding the well-being of its most vulnerable citizens, particularly seniors.

" My professional experience has instilled in me a profound sense of duty to serve and protect the interests of our community. I chose this community to raise my family and I would be honoured to represent my community on Council."

To deliver better service to its residents, as City Councillor Peter pledges to focus his efforts on three core pillars:

**Stronger Customer Service for Municipal Services:** improving the efficiency and response times of city services. If elected, Peter will work tirelessly to streamline processes and enhance customer service to meet the growing needs of our community. Calls for service related to potholes, transit service, garbage collection, bylaws and many other services demand a call back within 24 hours and a clear action plan within a week.

**Affordability for All:** With Halifax experiencing unprecedented growth, Peter is committed to preserving affordability for all residents. Instead of raising taxes, he sees an opportunity for cost-effectiveness through increased audits and a greater focus on results. Peter is focused on finding savings and improving efficiency within the city budget, instead of the typical approach of raising taxes and service fees.

**Keeping People Safe in their Community:** Drawing upon his extensive experience in combating white-collar crime, Peter is concerned about the poor state of collaboration across the various policing services that operate in Halifax and will work toward improving cooperation across law enforcement. He will focus on more boots on the ground and a greater community presence from law enforcement. This approach will include not only law enforcement but community organizations and other community stakeholders in order to work toward enhanced safety and security throughout our neighborhoods.

"By bringing the basics back to government and placing the needs of our community at the forefront, we can build a city that is strong, affordable, and safe for all."

For more information about Peter Sonnichsen and the "Back to Basics" campaign, please visit the [Campaign Website](#) or contact Peter at 902 809 0717 or psonnichsen@icloud.com.

