



MAKE EVERY VOTE COUNT-ALWAYS!

PPR123 = 'Perfect Proportional Representation' + 'Instant Runoff Voting' = 'Voter Equality' + 'True' Democracy!

FOR IMMEDIATE RELEASE: PERFECT PROPORTIONAL REPRESENTATION is here!
And it's as simple as **1-2-3!**

PPR123 (Perfect Proportional Representation) uses a preferential ballot to elect the '*rightful*' winner in every riding, based on the democratic principle of *majority rule*, and then gives to each party in Parliament the total voting power which is directly derived from—and precisely equal to—their total number of Citizens' 1st-choice votes, as the perfect representation of the honestly expressed '*Will of the People*' (i.e. Perfect Proportional Representation, and no Citizen's vote is ever wasted).

Before **PPR123**, most people thought some kind of quasi-PR (e.g. MMP or STV) was the best electoral reform possible. Nobody imagined the possibility of Perfect PR, or that true Voter Equality was actually achievable.

With **PPR123**, Perfect Proportional Representation and Voter Equality are guaranteed—by design! And Canada's government can truly fulfill its promise to "*Make Every Vote Count*" (which inspired the conception of **PPR123!**)

PPR123 is a hybrid electoral system—a synergistic combination of two proven voting models:

1. **Instant Runoff Voting (IRV)**, also known as **Alternative Vote** ensures that every elected representative is the '*rightful*' winner, supported by a majority (50%+1) of voters. It's based on a preferential ballot. Voters simply rank their top three choices as 1-2-3. Vote counting uses an iterative process of elimination, like the standard voting model used to elect party leaders. A preferential ballot liberates voters from '*strategic voting*'—all 1st-choice votes are '*honest*' votes for each voter's true preference. Hence, IRV provides several essential elements of an ideal voting system. However, if used by itself (as Australia has done since 1918), its results are not proportional.
2. **Perfect Proportional Representation (PPR)**, the perfect corrective for IRV's non-proportionality, is the key innovation! Under all other electoral systems, the parliamentary voting power of each party is equal to their number of seats. Under **PPR**, each party's parliamentary voting power is exactly equal to (and derived directly from) their total number of Citizens' votes (i.e. 1st-choice votes only)—hence Perfect PR. It's based on the **proxy voting** model, standard practice in corporate *shareholder* democracy. In political democracy, the Citizens are the '*owners*'; each adult Citizen is an equal *shareholder* with one voting share, which is entrusted to an elected parliamentary representative.

PPR123 ensures 'Voter Equality': every voter's 1st-choice vote always counts, regardless which party, and whether their candidate won or lost; and regardless where a voter lives, and how others voted.

Please see our website (www.ppr123.ca/) for contact info plus details and comparative analysis of **PPR123** and other electoral systems etc.

PPR123 is the *only* way to achieve Perfect Proportional Representation and Voter Equality, and to truly '*Make Every Vote Count-Always*', which are the simple criteria that any electoral system should fulfill.

Comments invited. Please get involved! Help raise awareness of **PPR123** and the need for electoral reform.

This is our chance to make Canada's democracy better and stronger, now and forever!

Canada's electoral system would become the leading example that other nations should also want to adopt.

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