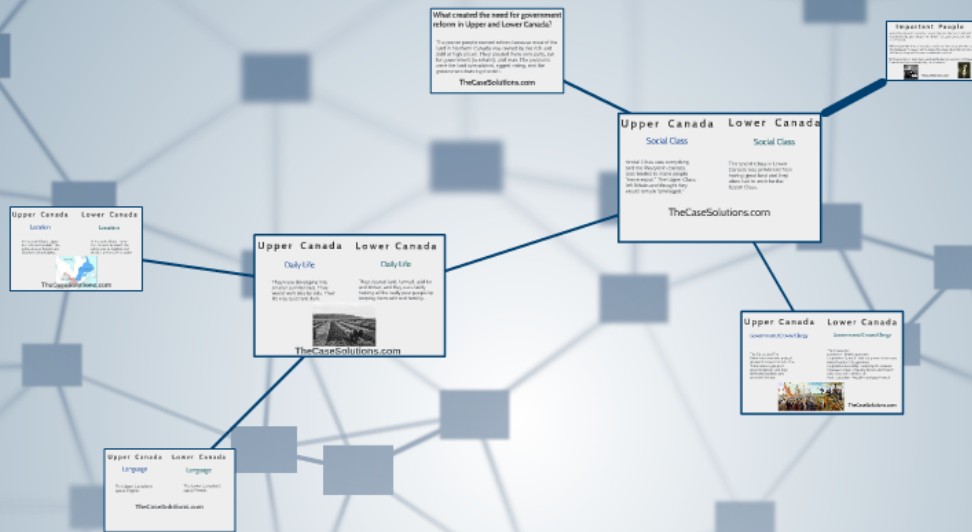


# Pepsi Canada: The Pepsi Refresh Project

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# Pepsi Canada: The Pepsi Refresh Project

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**Upper Canada**

**Language**

The Upper Canadians  
speak English.

**Lower Canada**

**Language**

The Lower Canadians  
speak French.

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# Upper Canada

## Location

In the early 1800's, Upper Canada was located in the same area as Eastern and Southern Ontario today.

# Lower Canada

## Location

In the early 1800's, Lower Canada was located in the same area as Quebec and the St. Lawrence River today



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# Upper Canada

# Lower Canada

## Daily Life

They were developing into smaller communities. They would work side by side. Their life was quiet and dark.

## Daily Life

They cleared land, farmed, sold fur and timber, and they were lastly helping all the really poor people by keeping them safe and healthy.



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# Upper Canada

Government/Crown/Clergy

The Tories and The Reformers were two political groups in Upper Canada. The Tories were a group of powerful people and they defended tradition and opposed change.



# Lower Canada

Government/Crown/Clergy

There was the:  
Governor - British appointed  
Legislative Council - had the power of veto and were friends of the governor  
Legislative Assembly - voted by the citizens  
Chateau Clique - Wealthy British and French who supported British rule  
Parti Canadien - Wealthy and poor French

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# Upper Canada

## Social Class

Social Class was everything and the lifestyle in Canada also tended to make people "more equal." The Upper Class left Britain and thought they would remain "privileged."

# Lower Canada

## Social Class

The Social Class in Lower Canada was prevented from having good land and they often had to work for the Upper Class.

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# Important People

Robert Gouley was a reformer who immigrated from Scotland and wanted to bring poor people from Britain to Upper Canada to farm. He is a moderate.

William Lyon Mackenzie was also a reformer from Scotland who used his newspaper to speak out the problems experienced by farmers and the Family Compact. He was considered a radical.

Sir Francis Bond Head was appointed lieutenant-governor of Upper Canada and was welcomed by the reformers.



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# What created the need for government reform in Upper and Lower Canada?

The poorer people wanted reform because most of the land in Northern Canada was owned by the rich and sold at high prices. They created their own party, ran for government (to reform), and won. The problems were the land speculators, rigged voting, and the government favoring the rich.

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