



Press Advisory

For Immediate Release
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50 State Strategy Super PAC Launches Progressive Campaign with an Anti-Rightwing Video.

Elephants Resign

The 50 State Strategy Super Political Action Committee has released a video today announcing that elephants have decided to resign as the logo for the GOP as the new brand of tea party advocates no longer represent their values. For more information on 50 State Strategy, please visit <http://www.50StateStrategy.com>

The tea party was given credence because progressives refused to engage them for who they are and who they represent—now the people have seen their true colors, which is why the Republican House has the lowest favorability ratings among Americans in history.

This video is the first of many anti-rightwing messages that will be used by the committee with the goal to help increase progressive participation, educate our electorate, combat the FOX News echo chamber and give people a reason to vote for progressive candidates.

The 50 State Strategy team strongly believes that people in states that generally vote right-wing conservative are not inherently ignorant, but have been ignored by traditional politics. This lack of communication from progressives has left a large segment of the public misinformed on the issues that affect them. Their aim is to expand the universe of voters who have been under-represented and educate those

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who have traditionally voted against their own interests based on the false message delivered by the rightwing.

Through donations, 50 State Strategy intends to seize the opportunity to empower the majority of America that rejects protecting the top 2% of wealthy Americans, who understand the benefits of a single-payer healthcare system, who defend a woman's right to choose, and who believe that opportunity for all Americans doesn't apply to only the richest among them.

WHEN: Tuesday, January 17, 2012

WHERE: YouTube Nationwide, USA

WHO: 50 State Strategy

NOTE: Sponsored by the 50 State Strategy Super PAC, "The Elephants Resign" was written and produced by Tony Seton and edited by Asher Taylor. The purpose is to get America back on track. We will produce a dozen more spots to air in target districts over the course of this election cycle.

<http://50statestrategy.com>

"Elephants Resign" <http://youtu.be/FVEXWLfw0bY>

To contribute to these efforts, please go to <http://bit.ly/w5cNuo>

You can find us on Facebook at <http://on.fb.me/zYCKwr>

We're on Twitter at @50statestrat <http://bit.ly/wkDLnN>

For the 50 State Strategies Blog, go to <http://bit.ly/50SSBlog>

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