

My bunch just blasted this out... Fw: Press Call, Thurs 1pm: Brian McKeon on New START updates and major new ad campaign pushing ratification

From: Burns Strider

B6

To: Hillary Clinton HDR22@clintonemail.com

RELEASE IN PART
B6

CC: bstrider

Subject: My bunch just blasted this out... Fw: Press Call, Thurs 1pm: Brian McKeon on New START updates and major new ad campaign pushing ratification

Burns Strider

From: "Eric Sapp"
Date: Wed, 17 Nov 2010 19:38:53 -0500
To: 'Burns Strider'
Subject: Press Call, Thurs 1pm: Brian McKeon on New START updates and major new ad campaign pushing ratification

I wanted to make sure you saw this. McKeon will be joined by former chief of staff to US Strategic Command to discuss latest on New START and highlight AVN's new 5-state ad campaign for ratification. Please let me know if you have any questions, and we hope you'll be able to join the call.
Eric

FOR IMMEDIATE RELEASE

Wednesday, November 17, 2010

Press Call with Lead Negotiator Brian McKeon, Gen. Jameson, and Rev. Wiggs-Stevenson on New START Updates and Major New Ad Campaign

AVN's Multi-State Campaign Anchored by "Daisy Ad" Remake Highlights

the Need for Immediate Ratification of New START

Arlington, VA--American Values Network (AVN) will host a press call on Thursday, November 18 at 1 PM EST to rollout its new ad and outreach campaign in Arizona, Tennessee, Ohio, Florida, and Mississippi highlighting the need for immediate ratification of New START. Speakers on the call will be the White House's lead negotiator on START, Brian McKeon, General Jameson, and Rev. Tyler Wigg-Stevenson, who will provide their perspectives on why ratification of the treaty in lame duck is vital from a policy, security, and moral perspective.

To join the call, please call in to: (866) 471 - 0033 at 1 PM EST

Thursday will also mark the TV debut of AVN's new commercial . Set in DC and based on the famous LBJ "Daisy" ad, it highlights the dangers of further Senate delays on ratification. AVN's outreach campaign—targeting faith and other swing voters--also includes an email outreach to over 12 million faith voters in the targeted states, saturation Christian and Country radio buys, on-line blog ads, and events organized by local veterans.

Speakers:

Brian McKeon: Deputy National Security Advisor to Vice President Biden and staff point person on the New START negotiations.

Rev. Tyler Wigg-Stevenson: Baptist minister, Founder of the Two Futures Project, Chairman of Global Task Force on Nuclear Weapons for World Evangelical Alliance.

Lt. Gen. Arlen Jameson (ret.): Former deputy commander and chief and chief of staff, U.S. Strategic Command who had responsibility for all ICBM strategic nuclear forces.

Contact: Eric Sapp, American Values Network

esapp@eleisongroup.com

703-863-6403

Eric Sapp

Founding Partner, Eleison Group

(703) 863-6403

esapp@eleisongroup.com

www.eleisongroup.com

Executive Director, American Values Network

www.AmericanValuesNetwork.org

