

Press Call Today, White House & Military Leaders, Clergy, TV Ad Goes Up, New START

From: Burns Strider

B6

To: Hillary Clinton HDR22@clintonemail.com

RELEASE IN PART
B6

Subject: Press Call Today, White House & Military Leaders, Clergy, TV Ad Goes Up, New START

http://americanvaluesnetwork.org/wp-content/uploads/2010/11/New-START-press-advisor_y2.pdf

FOR IMMEDIATE RELEASE

Tuesday, November 18, 2010

Press Call with White House Point Man Brian McKeon, Gen. Jameson, and Rev. Wigg-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