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***For Immediate Release***

Contact: Wendy Beatriz Bruget, (213) 440-1234

## **MEDIA ADVISORY**

**Story for Thursday, October 16 at 12:00 p.m.**

**Los Angeles, CA** – A broad coalition of Latino elected officials, religious leaders, community activists, environmentalists, police officers and business leaders will announce their support for Mark Ridley-Thomas for County Supervisor, 2<sup>nd</sup> District at a press conference on Thursday, October 16, 2008 at Mercado La Paloma (3655 S. Grand Avenue, Los Angeles, CA 90007) at 12:00 p.m.

With over 100,000 Latino registered voters in the county's Second District, Sen. Ridley-Thomas' Latino community endorsers and supporters are preparing to launch an aggressive "Get Out The Vote" campaign leading to Election Day (November 4) to encourage the full participation of Latino voters in this year's historic election.

Sen. Ridley-Thomas said, "A new day is coming to the Board of Supervisors. My endorsers and supporters in the Latino community throughout our county understand what is at stake. They want someone who will work for change with them and deliver results for them."

"They know the importance of reopening MLK Hospital through a public-private partnership that makes quality patient care and competent medical staff its top priority is the best way to provide a healthcare safety net for 2<sup>nd</sup> District families. They know economic development for housing and new businesses will create jobs to the 2<sup>nd</sup> District. They know we will work together to make deliver these results when I am elected to represent them on the Board of Supervisors," Sen. Ridley-Thomas added.

**[Insert Quote from community leader "XYZ"]**

The last day to register to vote in Los Angeles County is Monday, October 20 and the campaign is launching its ambitious GOTV field campaign on that day to produce a sustained 2<sup>nd</sup> District-wide block-to-block effort to reach Latino registered voters – particularly voters who did not cast ballots in the June 3 Primary Election – and bring them out on Election Day to cast their votes for Sen. Mark Ridley-Thomas. The GOTV effort will conclude when the polls close on Tuesday, November 4.

**[Insert quote: Supporters cite Ridley-Thomas's record of delivering results (XYZ examples) and empowering diverse communities.]**

Community organizers for change  
Working for Change  
"Trabajando por el cambio"

**WHO:** Senator Mark Ridley-Thomas for L.A. County Supervisor  
Senate Majority Leader Gloria Romero  
Senator Gil Cedillo  
Senator Alex Padilla  
Senator Jenny Oropeza  
Assembly Speaker Emeritus Fabian Nuñez  
Assemblymember Kevin De Leon  
Assemblymember Hector De la Torre  
Lynwood Mayor Pro Tem Aide Castro  
Hawthorne City Councilmember Daniel D. Juarez  
Los Angeles School Board President Monica Garcia  
Los Angeles Unified School Board Member Yolie Flores Aguilar  
Maywood Vice Mayor Veronica Guardado  
Maywood Councilwoman Ana Rosa Rizo  
Senator Martha Escutia (Ret.)  
Senator Richard Polanco (Ret.)  
Rev. Mark Garcia  
Rev. Altagracia Perez  
Latin American Law Enforcement Association  
South Bay Latino Chamber of Commerce  
Martha Dina Argüello, Physicians for Social Responsibility - LA  
Elsa Barboza. LA Apollo Alliance  
Jose Carmona, Verde Group  
Susana Reyes, Sierra Club  
Rick Ruiz, TLS Enterprises  
Tom Soto, Mono Lake Committee  
Teresa Villegas

Mexican American Bar Association  
Maria Contrares-Sweet, PROMERICA Bank\*

Visuals: 50 Supporters

**WHAT:** Latino Leaders announce support for Ridley-Thomas for Supervisor campaign.

Launch Senator Ridley-Thomas as the Latino-supported candidate.

**WHERE:** MERCADO LA PALOMA  
3655 S. Grand Avenue Los Angeles, CA 90007

**WHEN:** Thursday, October 16, 2008  
12:00 p.m. to 1:00 p.m.

**WHY:** Senator Ridley Thomas delivers on issues of importance to Latino Families; including helping homeowners who are struggling with sub prime loans, economic development, access to health care, public safety and green space.

Latino unemployment jumped from 5.6% to 7.8% from September 2007 to September 2008, including one-quarter (24.9%) of all Latinos aged 16 to 19.

Financial troubles faced by industries, such as housing construction, and states, like California (now with the third highest unemployment rate, 7.7%), affect Latinos especially hard. Furthermore, Latino homeowners, many of whom were targeted with risky subprime loans and other predatory lending practices, remain at a high risk of home mortgage foreclosure and eviction.

L.A. County's Second District includes the cities of Culver City, Inglewood, Hawthorne, Lawndale, Carson, Lynwood, Compton and portions of Los Angeles and unincorporated sections of south and southwest Los Angeles County.

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Senator Ridley-Thomas is chair of the eight-member California Legislative Black Caucus. He chairs the Senate Committee on Business, Professions and Economic Development, Senate Subcommittee on Economy, Workforce Preparation and Development and Senate Subcommittee on Professional Sports and Entertainment.

Senator Ridley-Thomas is a member of the Senate Committee on Appropriations and Senate Committee on Health. He serves on the 14-member Joint Legislative Audit Committee of the state Senate and Assembly.

He is a member of the Mental Health Services Act Oversight and Accountability Commission and serves on the state's Prop 63 Mental Health Commission. As a member of the state Assembly, he chaired the Select Committee on the Los Angeles County Health Care Crisis.

Senator Ridley-Thomas represents more than 800,000 residents in Los Angeles and Culver City including Baldwin Hills, Baldwin Vista, Beverlywood, Carthay Circle, Century City, the Crenshaw District, Culver City, Hancock Park, Hollywood, Hyde Park, Jefferson Park, Ladera Heights, Lafayette Square, Larchmont, Leimert Park, Los Feliz, Miracle Mile, South Central Los Angeles, View Park, West Los Angeles and Windsor Hills, among others.

He has represented South and Southwest Los Angeles for 16-years as a three-term elected member of the Los Angeles City Council (8th District), California State Assembly (48th District) and California State Senate (26th District).

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