



Steve Francis, candidate for San Diego Mayor, adds new TV ad to San Diego Mayoral Campaign coverage

Steve Francis for Mayor, April 10, 2008

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San Diego mayoral candidate Steve Francis reveals latest TV ad installment, depicting broom sweeping special interests from City Hall, now running on San Diego Broadcast Channels.

PR9.NET April 10, 2008 - San Diego, CA - Steve Francis, mayoral candidate for San Diego, continues his extensive media campaign by introducing his fourth spot named "BROOM." The new 30-second ad has begun on rotation on local San Diego broadcast stations. The spot emphasizes the mayoral candidacy campaign's core theme: Steve Francis will be an independent mayor for change.

The following is the script for the 30-second TV spot:

"Narrator: There's a budget crisis in San Diego and nothing is being done.

Steve Francis – an independent for mayor.

He'll open up the budget to the public to expose inside deals, stop lobbyists from serving on boards and commissions, cut waste so we can fix roads and improve fire and police protection.

Sweep out the old, in with the new.

Steve Francis: I want to get a big broom and sweep them all out. And get this city moving again.

Narrator: Steve Francis, an Independent Mayor. For a change."

The new TV spot, as well as Steve's Vision for San Diego, can be viewed at: www.SteveforMayor.com.

Nationally-renowned media firm, Squier Knapp Dunn Communications produced the spot along with the campaign's other ads. The firm's work includes elected officials New York City Mayor Michael Bloomberg, as well as Bill Clinton and Al Gore. The bi-partisan campaign team also includes pollster Jim McLaughlin, who has served as the New York Mayor's pollster.

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About Steve Francis for Mayor

Steve Francis, businessman and entrepreneur, is a candidate for Mayor of San Diego. At the heart of his independent mayoral campaign is the desire to free San Diego from the grip of special interests and to restore fiscal integrity, ethics and transparency in city government. Francis, best known as co-founder and Chairman of AMN Healthcare (NYSE:AHS), has pledged that he will remain free from the influences of special interests by not accepting any political contributions from lobbyists, thus ensuring that the voices of everyday San Diegans will be heard.

Website: <http://www.steveformayor.com/>
E-Mail: stevefrancisformayor@momentumws.co.uk
Address: 10531 4S Commons Drive, Suite 166 - PMB
117
San Diego, California 92127-9212
United States