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PLEITEZ REPORTS SURPRISING FUNDRAISING SUCCESS
Grassroots campaign sets the tone for a new era in Los Angeles politics

LOS ANGELES – Today the Emanuel Pleitez Campaign for Congress announced that it has raised \$152,777 in campaign contributions through the first quarter of 2009. That surprisingly large figure, coupled with a ground force of 25 full-time volunteers engaged in technology, finance, communications and grassroots outreach efforts, places the 32nd District candidate squarely in the middle of a three-way race for the vacant Congressional seat.

“Our field and fundraising efforts have exceeded expectations, and we have proven that we are contenders in this race,” said Pleitez. “The financial reports only tell part of the story of my campaign. We’ve got 25 full-time volunteers who are donating their time to this effort, and it’s impossible to calculate their value. Not only are they giving us their expertise, they’re also contributing their enthusiasm for the political process and their determination to bring new leadership to the 32nd District.”

“I’ve heard from countless voters that they are tired of politics as usual, and they are ready for new leadership. We have the most robust team on the ground talking to voters every day, and that’s what is going to secure our victory in this campaign,” Pleitez said.

Ever since Pleitez announced his intention to run in January, he has demonstrated his commitment to earning grassroots support from voters in the district, and that commitment is stronger than ever after three months of campaigning and thousands of conversations with voters who have pledged their support. Although recent media attention has focused on two higher profile candidates in the race, Pleitez has quietly demonstrated a combination of fundraising savvy and grassroots organization that is reminiscent of the Barack Obama Iowa primary campaign.

The most striking parallel to the Obama effort appears to lie in the grassroots nature of the Pleitez fundraising effort, in which small donors who have given between \$1 and \$100 account for 81 percent of the campaign’s contributors.

“Small donors from the community and from our outreach efforts are crucial for keeping our campaign up and running,” said Johnny Madrid, the campaign’s finance director.

“Our small donations come from all kinds of people, including college and high school students who have never paid attention to politics before and folks that heard Emanuel on the radio and wanted to help out,” said Madrid.

Born and raised in East Los Angeles, Emanuel Pleitez formerly served as a member of the U.S. Treasury Department Agency Review Team for the Obama-Biden Presidential Transition. He has also worked in the offices of Los Angeles Mayor Antonio Villaraigosa during his tenure in the Los Angeles City Council and U.S. Senators Tom Daschle and Hillary Clinton on the Senate Democratic Steering and Coordination Committee. An alumnus of Stanford University and a first-generation college graduate, Pleitez considers education a top priority. As such, he has been involved with the Quest Scholars Program at Stanford University to develop partnerships aimed at encouraging the success of low-income high school students. He also helped co-found the Alumni Foundation of Woodrow Wilson High School in El Sereno.

The 32nd Congressional District includes the cities of Azusa, Baldwin Park, Covina, Duarte, El Monte, Irwindale, South El Monte, and West Covina and portions of Monterey Park, East Los Angeles and the San Gabriel Valley. For more information, please visit www.pleitezforcongress.com. For more information about fundraising and field operations, or a copy of the FEC report, please contact Emily Dulcan at emily@pleitezforcongress.com or Jeremy Cohen at jeremy@pleitezforcongress.com.