



**FOR IMMEDIATE RELEASE**

**Contact:** Adrien Seybert, 718-450-1793, prolificpersuasion@gmail.com

**Michigan Nurses Seek To Stop Snyder For State's Sake**

*Spending \$660K For Ads Hitting Computer Screens, Satellite TV, Pandora Radio Statewide*

(October 28, 2014) – Michigan nurses worry another four years of Gov. Rick Snyder would keep the state on the wrong track.

The progressive SuperPAC Progressive Kick has teamed up with National Nurses United to get out the vote against the governor on Election Day through a barrage of online, satellite TV and Pandora Radio ads.

The ad, currently circulating across computer screens and satellite TV statewide, opens with Sandy Raymond, RN, explaining why extending Snyder's tenure would merely benefit fat-cat corporations not Michiganders.

“While at Gateway, he denied equal-paying jobs to women. As governor, he raised taxes on working parents, cut millions from schools and gave huge tax giveaways to wealthy corporations,” Raymond says.

Progressive Kick President Joshua Grossman stands firmly behind the ads, contending that Snyder's more concerned about the best interests of corporations than his constituents.

“He's a former CEO. Some CEOs are enlightened. Unfortunately Snyder's the type who understands the needs of corporations more than those of everyday Michiganders barely crawling out of the worst recession since the Great Depression. It's time for Michigan to elect a governor who better understands real people.” Grossman said.

The 30-second spot targeted toward low-propensity voting Democrats and swing voters ends with a plea for viewers to join the nurses to “make a plan” to vote on November 4<sup>th</sup>. Experience shows that citizens who commit to voting are more likely to actually show up at the polls on Election Day.

**Progressive Kick and NNU are spending a total of roughly \$659,000 on the ads, including \$510,000 for pre-roll video, \$91,000 for satellite TV and \$58,000 for Pandora radio.**

Watch the video: <http://bit.ly/1wbKNMY>.

[National Nurses United](#) is the nation's premiere voice for direct-care registered nurses. NNU, founded in 2009, is the largest union and professional association of RNs in history, representing 185,000 in 50 states.

[Progressive Kick](#) is a national progressive SuperPAC working to elect candidates for U.S. Congress and state legislatures who will be responsive to the interests of all members of our society, not just the most powerful. Progressive Kick gives voters the facts they need to make informed decisions and mobilizes them to participate in the electoral process.

###