

June 1, 2011

FOR IMMEDIATE RELEASE

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Vernon mounts aggressive campaign to parry Texas' bid to lure city's businesses, jobs out of California

Vernon, CA – The City of Vernon has taken to offense in a three-pronged media campaign designed to ward off the state of Texas and its overt attempt to attract Vernon-based business to move operations to the Lone Star State.

Texas Governor Rick Perry recently sent letters to Vernon business owners last month (May 2011) touting his state as a prime business spot for companies seeking low taxes, reliable power, plentiful workers, and relief from costly and burdensome government regulations.

Vernon business owners fearing the negative impact of Assembly Bill 46 (AB 46) in the state legislature have warned they would leave Vernon and likely California if AB 46 were to become law. Three prominent national law firms issued a legal opinion on March 1, 2011 that proclaimed AB 46 is unconstitutional and would be overturned by the California courts if it were passed into law.

Vernon's "Don't Mess with Vernon Jobs" media blitz will feature English radio spots on KFI-AM, Spanish radio spots on KLAX-FM (97.9 'La Raza'), billboards in select L.A. area locations and targeted online block advertising on two of California's leading state politics news websites: Capitol Weekly (capitolweekly.net) and The Roundup (capitolbasement.com).

The Vernon ad campaign seeks to attract the attention of lawmakers considering AB 46 in the California State Senate and Governor Jerry Brown. The campaign's call-to-action urges them to "stand and fight for California jobs" and pushback against Texas' bold attempts to lasso Vernon's business and stampede them out of state.

Vernon was founded in 1905 to create jobs in California. Vernon's 1,800 businesses create more than 105,000 jobs in the Los Angeles area – including 55,000 jobs within the city's 5.2-mile boundary. The Los Angeles County Economic Development Corporation designated Vernon as California's 'Most Business Friendly City.' Vernon generates more than \$330 million in state income and sales taxes, \$1.1 billion in taxable spending. Vernon's businesses provide more than 4.4 billion in salaries and wages annually for workers in Los Angeles County.

To view 'Vernon Works', go to: <http://cityofvernon.org/iworkinvernon/>.

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