



Contact: Corrine Williams
Cell Phone: 305-479-5683
Email: CorrineAnnWilliams@gmail.com

FOR IMMEDIATE RELEASE

It's Not Easy Being Right in Chicago Chicago Young Republicans Launch Marketing Campaign

Chicago, IL –On June 1, 2009, the Chicago Young Republicans (CYRs) will launch a major marketing and membership campaign, leading to a culminating event at the end of the month featuring freshman Congressman Aaron Schock. The CYRs have spent several months perfecting their message, designing the ad copy and laying the ground work for this revolutionary campaign that will make one million impressions per day.

The CYRs will hold a press conference announcing the launch Monday, June 1, 2009 at 10:00 a.m. in front of the CTA's Southport El Station (3441 N. Southport, Chicago). In addition to CYR leadership, Illinois GOP Chairman Andy McKenna, Republican National Committeeman Pat Brady, Cook County GOP Chairman Lee Roupas and Adam Kinzinger Republican Candidate for the 11th Congressional District will be in attendance.

"Many Republicans feel that they are all alone in Chicago," said Jeremy Rose, CYR President. "The purpose of the CYR campaign is to raise awareness that there is a critical mass of local conservatives and to erase the perception that Republicans are extinct in this city."

The CYRs have designed an Integrated Marketing Campaign (IMC) to attain this objective. The IMC includes extensive advertising on CTA Blue, Brown, and Red Line trains, buses, *Red Eye* ads, Zoom Media restaurant and bar ads, taxi toppers, Facebook and Google ads, along with other internet banners. It will elevate the Republican brand to an unprecedented level in Chicago.

The event on June 29th is modeled as a "Republican-Style 'Rock the Vote'" to increase membership and to prepare for the 2010 election cycle. It is expected to draw between 1,000-1,500 local young Republicans and will take place at the famous Cubby Bear Wrigleyville. Popular local rock cover band "16 Candles" will headline the entertainment portion of the event and Representative Aaron Schock (IL-18), the youngest member of Congress, will serve as emcee.

###

If you would like to know more about the campaign or the Chicago Young Republicans please contact Corrine Williams at (305) 479-5683 or via email at CorrineAnnWilliams@gmail.com or Jeremy Rose at (630) 835-6049 or via email at jermy85@gmail.com

It's not easy being **RIGHT** in Chicago



JOIN the #1 Republican club in Chicago for a **Grand Old Party** on June 29th
www.JoinChicagoYRs.com



If you would like to know more about the campaign or the Chicago Young Republicans please contact Corrine Williams at (305) 479-5683 or via email at CorrineAnnWilliams@gmail.com or Jeremy Rose at (630) 835-6049 or via email at jerm85@gmail.com