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Red Gate Communications Scores Significant Victories For 2006 Campaign Clients

RGC's Clients Win Important High-Profile Election Victories

(Los Angeles, CA) — Continuing its successful track record of managing and executing winning public affairs campaigns, Red Gate Communications announced a perfect two-for-two night on the November 7th Election. California's Proposition 84 became the largest water and natural resources bond measure ever passed in the state, among an extremely crowded and controversial statewide ballot. Missouri's Amendment 2, arguably one of the nation's most watched and highly anticipated ballot measures, was also approved by voters to protect stem cell research in that state.

Red Gate Communications provided overall communications, media relations and coalition-building strategy for the Yes on 84 campaign (www.Yeson84.com), recruiting and mobilizing the largest coalition of supporters of any measure on the statewide ballot. More than 700 organizations and opinion leaders across party lines endorsed Proposition 84, leading to the passage of the \$5.4 billion bond measure. Red Gate Communications has played a critical role in the passage of every major natural resources-related ballot measure approved in California during the past six years, including Propositions 12 (parks bond), 13 (water bond), 40 (parks bond), and 50 (water, coastal, parks bond).

For Amendment 2 (www.MissouriCures.com), Red Gate Communications built upon its nationwide expertise in stem cell research advocacy and provided strategic guidance, media relations counsel, and recruitment and mobilization of a national coalition, providing a significant foundation for the campaign's paid media and grassroots efforts. Passage of Amendment 2, follows Red Gate Communications' successful role in California's Proposition 71, which protected stem cell research in the state and approved \$3 billion in dedicated funding.

“Clearly, the 2006 Election wins are telling of the commitment and diligence that Red Gate dedicates to its clients,” said Fiona Hutton, president of Red Gate Communications. “These were two hard-fought campaigns with many challenges, and we are very pleased to see such overwhelming success.”

With extensive experience in strategic communications, public affairs, media relations, coalition building, issues/crisis management, and ballot measure campaigns, Red Gate Communications continues to serve a broad spectrum of high-profile clients, managing public perceptions in challenging business, regulatory, political and legislative environments.

Red Gate Communications is an independent, non-partisan, issues-focused public relations/affairs consulting firm representing corporate, non-profit, government and political clients, operating within the business, water, education, land-use, healthcare, and media communities. More information about the company can be found at www.redgatecommunications.com.