



MEDIA ADVISORY  
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## **Race for Mayor Heats Up as Candidate Makes "Major TV Ad Buy;" Steve Francis to Unveil New Campaign TV Spots Tomorrow**

San Diego --- Steve Francis will announce a major media buy and will unveil new campaign television spots in his campaign for Mayor of San Diego. The spots, which have been created by a nationally-renowned firm, will begin running on Wednesday.

WHO: Steve Francis, Candidate for Mayor

WHAT: Unveiling of new campaign TV spots

WHEN: TOMORROW, Tuesday, February 19  
Noon

WHERE: 8720 Costa Verde Blvd.  
(off of La Jolla Village Dr., between Regents Rd. and Genesee)  
Follow the "Steve Francis for Mayor" signs to the theater room

HOW: - New TV spots will be shown on large movie theatre-style projection screen  
- Lunch will be served  
- Media in attendance will be given DVD copies of the TV spots for use in stories

Please RSVP to [jk@SteveforMayor.com](mailto:jk@SteveforMayor.com)

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