

KEEP CALIFORNIA HEALTHY. KEEP DR. PAN. VOTE NO ON THE RECALL

Keep California Healthy. Keep Dr. Pan. Vote No on the Recall.

www.KeepDrPan.com

July 29, 2015

To: Interested Parties

From: Crystal Strait

Re: Update on the campaign to recall Dr. Pan

The effort to pass SB 277 and boost California vaccination rates was one of the biggest fights in the Capitol in years. Looking past the histrionics and infamous stalking tactics, opponents were well organized at many points in their efforts. Anti-vaccine advocates placed full-page ads in the Sacramento Bee, BART Stations, paid statewide radio ads, paid calls, hired lobbyists and PR firms, had a robust digital advertising campaign, and turned out hundreds of people to hearings week after week.

Despite this vigorous opposition, we prevailed and Governor Brown signed SB 277 into law in early July. Now opponents are mounting a campaign to recall Dr. Pan from the Senate. They would like to use this recall as a litmus test for others (Democrat or Republican) that support immunization mandates. Recall petitions were just approved by the Secretary of State's office.

A few key facts about the recall:

- The recall requires only 35,926 signatures to qualify. While that is difficult for a volunteer effort, the opposition to SB 277 was well-funded and could easily raise \$75,000 to pay a professional signature gathering firm.
- Proponents of the recall have until December 31, 2015 - 160 days - to gather the required signatures. This permits them to maximize use of their volunteer base in State Senate District 6.
- Proponents of the recall are utilizing their statewide and national network for fundraising and to organize volunteer petition gathering events for people the hundreds that have claimed they will come to collect signatures.
- The simultaneous launch of the referendum to repeal SB 277 and the recall creates synergy and common resources. The referendum has only 90 days to gather more than 300,000 signatures, an effort likely to fail. Frustrated at repeal, the referendum organization is likely to turn their sights to the recall.

While Dr. Pan enjoys broad support in his district, we can't take anything for granted. In a volatile environment, with a passionate grassroots base and sufficient funding, a recall effort can gain traction and qualify for the ballot.

We aren't waiting for that to happen. We have plans to aggressively fight back to tell Dr. Pan's story of championing what's right and his record of accomplishment.

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1017 L STREET, #794, SACRAMENTO, CA 95814

Contributions to Keep California Healthy. Keep Dr. Pan. Vote No on the Recall, FPIC ID#1378443, are not deductible as charitable contributions for Federal income tax purposes. Contributions to this committee are not subject to contribution limits.

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We have established a committee to fight the recall: "Keep California Healthy. Keep Dr. Pan. Vote No on the Recall." Kerri Asbury, Chair of the Democratic Party of Sacramento and special education teacher in Senate District 6, and Amy Alfieri, West Sacramento mom will serve as a co-chair of the Keep Dr. Pan committee. Both stood by Dr. Pan's side when he announced his efforts to increase immunization rates and will stand up for him to lead the Keep Dr. Pan efforts.

We are ready to go toe-to-toe with recall proponents to refute the myths about SB 277 and Dr. Pan's leadership. With five months of signature gathering ahead of us, we need a sustained effort to let the voters know the truth about the effort to recall Dr. Pan. With your help, we can blunt the attacks and ensure that Dr. Pan can keep fighting for the people of Sacramento and to keep California healthy.

We'll be reaching out to talk about our efforts. If you have any questions feel free to call me on my cell at [\(916\) 213-8001](tel:916213-8001).

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