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Veridus Continues Record of Success in Inaugural Year *Brings Home 2 “Pollies” For 2008 Election Cycle*

(Phoenix, Arizona) -- Veridus returned from the 18th Annual Pollie Awards hosted in Washington D.C. with two “Pollies” presented by the [American Association of Political Consultants](#). *Esquire* magazine calls the Pollies the, “...Oscars of political advertising.” Veridus’ bronze honors stem from the statewide direct mail and Get Out The Vote (GOTV) campaign efforts they ran on behalf of the [Stop the Prop. 101 Committee](#).

The Pollies recognize “the best in political and public affairs communication.” Each year the AAPC hosts the world’s only award competition solely for political and public affairs consultants.

[Veridus Managing Director Wendy Briggs](#) said, “We are truly honored to receive such prestigious awards in our first year as a team. Based on Veridus’ talent and our commitment to clients, I believe these Pollies mark the first of many successful years ahead. We were fortunate to have clients who had the confidence and gave us the freedom to pursue the kind of aggressive data driven campaign we believed necessary to win.”

Drawing [national attention](#), [Proposition 101](#) was a seemingly simple Constitutional Amendment asking voters to support the notion that “no law shall be passed to restrict the freedom” of choosing a private health care plan. Proposition 101 was worded exceptionally well and positioned to easily pass. It was meant to preempt a single-payer (government backed/mandated) health care system. Supporters of Proposition 101 conducted a petition drive that garnered 330,000 signatures.

However, supporters of Proposition 101 failed to garner the appropriate legal analysis that would have informed

them that their initiative seriously jeopardized the State of Arizona’s Medicaid program (Arizona Health Care Cost Containment System) and at least \$2 billion in federal funding. Thus, the Stop the Prop. 101 campaign was born. Veridus had an uphill climb due to the late nature in getting started; the Arizona Health Care and Hospital Association dropped out of the debate; and early ballots already began arriving in Arizona voters’ mailboxes – it left no margin for error.

Commenting about the mood of the electorate, Veridus Director and Proposition 101 Campaign Strategist, [Gibson McKay](#) said, “Although thirty days is not much time to run a campaign, we knew voters were hesitant about a sweeping constitutional transformation when the economy is running in the red.” McKay commented on the strategy, “We reminded voters that Freedom isn’t free - especially when it comes to health care. We trusted voters understood it would have cost Arizona taxpayers, \$2 Billion that we don’t have. The rest was just good execution.”

Results:

In the last 30 days of the election, *Proposition 101* lost 13 points due in part to a heavily targeted mail campaign. After election day and another three weeks of counting provisional ballots, STOP THE PROP 101 prevailed in defeating the Medical Choice for Arizona Act. The final tally: (difference of 8687 votes, or less than 1% or .004)

YES -- 1,048,512

NO -- 1,057,199

ABOUT VERIDUS

As a full service public affairs, lobbying and government relations firm, Veridus has a proven track record of success in a wide variety of areas. Veridus has built its exceptional reputation on a foundation of experience and client service. Our representation of clients is ethical, informed, and tireless. From local, state and federal campaigns to lobbying, media relations, and procurement, Veridus can provide the solutions necessary to ensure success. WWW.VERIDUSAZ.COM