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## PRESS RELEASES

### **Westlake Campaign: Adopts bold action, bold color**

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(Watertown, WI)- Dave Westlake, candidate for U.S. Senate from Watertown, announced today that his campaign is adopting "blaze orange" as it's official campaign color.

"Accountability starts with being accessible to people" Westlake said. "Imagine if the elected officials responsible for writing H.R. 3200 wore blaze orange...or if the people responsible for dragging their feet on developing a victory strategy in Afghanistan wore blaze orange...or even if the members of congress who are ultimately responsible for this recession wore blaze orange--we'd be able to find them and hold them accountable for ruining so many Americans' lives. I think it's time to stop talking about 'working for Americans' and start demonstrating how to do it. I want anyone who's looking for me or someone from our campaign to be able to find us. That's why we wear blaze orange--that's what representation is all about...that's what accountability and leadership is all about."

Westlake wore a blaze orange shirt to three campaign events last weekend--speaking to well over 1,000 people--and the feedback was tremendous. "The people I spoke with thanked me for wearing blaze orange" Westlake explained. "They told me that it didn't matter where I was at any of the rallies--they could find me and tell me their story. That's exactly what we want--everyone has a story about how their life has been changed recently...and I want to hear every single one of those stories; I want to know what's on their minds." Westlake continued "It's different than holding listening sessions where attendees can be monitored, their time is limited, and some people are not allowed in. I'm open to anyone, anytime they see me...and it's a lot easier to see me if I'm wearing a bright color like blaze orange."

Westlake was warned that he might be accused of grasping on to a gimmick by his opponent, Senator Feingold. "That's fine" Dave countered. "I really don't care what anyone accuses me of--the fact is that I'm wearing blaze orange for one reason only: people have been isolated from their elected officials too long and I'll do whatever necessary to remove those barriers and be more accessible to the people of Wisconsin. If they want to call that a gimmick, well, fine--the people who thank me for being so accessible sure disagree."

Westlake and his volunteers will be wearing blaze orange so that they're easily identifiable at all campaign events from now until the election in November, 2010.



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