

FOR IMMEDIATE RELEASE
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Contact: Amanda Espitia
Phone: 312-731-6108

League of Conservation Voters Wins Unprecedented Victory in 06

88 of 101 ILCV endorsed candidates win – one of highest win rates in nation

Chicago, IL – After waiting for all the votes to be counted last week, it is clear that a sea of pro-environment candidates have swept the Illinois House and Senate. Through unprecedented microtargeting coupled with superior grassroots “get-out-the-vote” efforts, the Illinois League of Conservation Voters was able to ensure pro-environment candidates in tight races were pushed over the finish line on Election Day.

“In years past, environmental get-out-the-vote efforts were about a few people handing out pamphlets at the EI in Chicago,” said ILCV executive director Amanda Espitia. “This time we were also able to microtarget environmental voters all over the state and hire staff to organize volunteers that ensured all our voters voted. We had four top targets this cycle. And through superior tools and tactics, we were able to ensure three of the four won.”

The ILCV vows to turn their electoral success into legislative progress for protecting the environment in Illinois. Their agenda includes working to promote organic farming and food distribution in IL as well as promoting solar energy around the state.

“I was in an extremely close race,” said Fred Crespo, State Representative-Elect in the 44th House District. “The strategic and staff support the ILCV gave me was critical to my win. The ILCV is an organization that understands what it takes to win an election and is willing to deliver.”

The Illinois League of Conservation Voters endorsed 101 Illinois House and Senate candidates for the 2006 Midterm Elections. For endorsed candidates, the ILCV made over 100,000 phone calls and knocked on nearly 50,000 doors as well. Further, the ILCV sent out thousands of pieces of mail on behalf of pro-environment candidates as well as letters-to-the-editor.

What may have been the ILCV’s most significant contribution though was donating grassroots organizers and microtargeting technology to its four targeted races: Rep.-Elect Fred Crespo, Sen. Deanna Demuzio, Rep. Elizabeth Coulson, and Bill Spears.

The ILCV is already working to ensure that a real pro-environment agenda will be put forth in the upcoming legislative session. Besides the initiatives mentioned above, the ILCV is working closely with policy groups like the Illinois Environmental Council to identify other environmental issues that will need attention in the state legislature.

For further information or to get involved in the ILCV, email info@lcvillinois.org, call 312-731-6108, or visit the website at www.lcvillinois.org.

Illinois League of Conservation Voters

A better environment, one candidate at a time.

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