

MEMO

To: Interested Parties
From: Jeff Gohringer, National Press Secretary, League of Conservation Voters
Re: LCV Plays Decisive Role in Massachusetts Senate Race
Date: June 25, 2013

A victory by Ed Markey tonight will send a strong message to elected officials that will stand with them when they lead on climate change. From the start of this race, we made clear that electing climate change champion Ed Markey to the Senate would be one of LCV's biggest campaigns of the year. We've played a decisive role in this race, spending nearly \$1.4 million and raising more than \$261,000 for Markey through LCV Action Fund's GiveGreen program by the time the polls close tonight, making LCV one of the biggest spenders in this race.

Our strategy in this race is the same one we implemented during the 2012 election cycle, which was LCV's [biggest ever](#). We endorsed Markey early in this campaign, highlighting his longtime leadership on climate change, which includes co-authoring the landmark *American Clean Energy and Security Act*.

And we immediately went to work, launching a grassroots field campaign [supporting Markey](#) just weeks after our endorsement. It was a massive field operation, knocking on more than 250,000 doors across 23 cities and towns in less than three months. We also made more than 180,000 phone calls to voters during the course of the primary, and recruited more than 150 volunteers to our campaign.

While we were encouraged by Markey's strong primary win, LCV took nothing for granted. LCV and LCV Victory Fund [launched](#) a nearly \$400,000 mail program highlighting Markey's environmental leadership and Gabriel Gomez's extreme positions. The mail program included six flights of mail to 150,000 households in the state, reaching the voters that will play a big role in deciding the outcome of this campaign.

In the final weeks of this race, Markey also [broke a GiveGreen record](#). In just five months, more money was raised or contributed for Markey through GiveGreen than for any other candidate in the program's history, exceeding the previous record set last cycle. That amount continued to grow, and as of Election Day, more than \$261,000 has been raised or contributed for Markey through GiveGreen.

All the while, Markey campaigned aggressively on the issue of climate change and launched numerous ads highlighting his commitment to tackling the climate crisis. He campaigned so aggressively on the issue that [National Journal wrote](#) Markey is "doing something that's never been done before: campaigning for national office on the signature issue of climate change."

If Markey wins this race tonight, the effects will be felt outside the borders of Massachusetts. Candidates of both parties running this year and next cycle will continue to see firsthand that there's an effective political force in LCV that will have their back if they campaign aggressively and lead on the issue of climate change. It will help shift the political landscape in Washington even further, and build an even larger coalition of climate change champions in Washington.

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