

U.S. Citizens Association – the Tipping Point Against Health Care Debacle

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Lance Davis – 330-607-1300

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The stunning victory of Scott Brown in Massachusetts could be directly attributed to the U.S. Citizens Association's six month national media campaign against health care and the far left policies of the Obama Administration and Congress.

"A few short weeks before our national media campaign was launched in July, Rasmussen Reports had public approval of Obamacare at 50% approve versus 45% disapprove. This week, as Scott Brown won an overwhelming victory for the open seat in liberal Massachusetts that same poll shows 56% of Americans disapprove of this blatant Washington power grab. The numbers speak for themselves", says Lance Davis, Executive Director of the U.S. Citizens Association.

The U.S Citizens Association, formed in the summer of 2009, embarked on an aggressive campaign that few on the conservative side had ever seen. Utilizing the skills of some of the best marketing minds in the United States, the U.S. Citizens Association turned the tables on the entrenched liberal domination of the political marketing media.

"Since July, we have run over 200 full page newspaper ads across the United States and over 2,500 television spots educating the American people about who was really responsible for the economic meltdown we've all been hit by and what so-called health care reform would mean to the average American," says Mr. Davis. "The newspaper ads alone reached over 14 million Americans and had a huge effect in changing the hearts and minds of the American people."

While many experts have sighted conservative talk radio as having the biggest impact against the national health care takeover, Davis again points to the numbers as proof there's much more involved in this extraordinary outcome. "The fact is, as great a job as Rush Limbaugh, Mark Levin and Sean Hannity do on the radio, they only reach 30% of the American population. What we've been able to do in a very short time is saturate the market in a very targeted and tested way with over 30 years of marketing experience to have maximum impact. It's really a revolutionary way to bring proven marketing techniques to the political process" Davis continues.

“And despite the wishes of Nancy Pelosi, this has become more than a grassroots movement--- it’s an overwhelming tidal wave that we will continue to push until Washington gets the message that they work for the American people, not the other way around.”

Through their website www.uscitizensassociation.com, the television and newspaper ads tens of thousands of Americans have joined the U.S. Citizens Association since their summer launch--and the numbers continue to grow. “It’s a testament to the frustration and anger the American people feel. They have been betrayed by the elected officials in Washington to the point that they have no choice but to galvanize together to take our country back. And the U.S. Citizens Association is the vessel to make that happen,” Davis concluded.