



# Richard Bloom

for State Assembly 2012

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FOR IMMEDIATE RELEASE

## Richard Bloom to spend Labor Day crisscrossing California's 50<sup>th</sup> Assembly District

August 31, 2012, Santa Monica, CA- As millions of Americans hit the highways for Labor Day weekend, Santa Monica Mayor and Assembly Candidate, Richard Bloom, will spend the day moving throughout California's 50<sup>th</sup> Assembly District. Along the way, Bloom and members of his campaign staff will stop at parks, beaches, restaurants, and landmarks.

Bloom stated, "The voters in my District are very concerned with jobs, the economy and other issues. I look forward to hearing from members of the community about the issues they care about and their ideas to reinvigorate California."

Bloom's Campaign Manager, Brian Ross Adams, said, "This is a great opportunity for Richard to meet with his supporters. He has lived and worked in the 50<sup>th</sup> Assembly District for over 45 years. We plan to use social media to post pictures, check-in to our favorite spots, and update our followers on our Labor Day road trip."

Details about the itinerary will be announced on Bloom's campaign website [www.RichardBloom.com](http://www.RichardBloom.com). The site will also feature links to social media channels (Facebook, Twitter, Instagram, Pinterst, Foursquare) the Campaign is using to communicate with voters.

If you would like to schedule an interview, please contact Brian Ross Adams at (424) 209-9051 or email [Brian@RichardBloom.com](mailto:Brian@RichardBloom.com).

*Richard Bloom for Assembly 2012, ID #1330277*

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**About 50<sup>th</sup> Assembly District:** Redistricting has changed the boundaries of all Assembly Districts in California. The new 50th District includes: Malibu, Agoura Hills, Pacific Palisades, Santa Monica, Carthay Square, Brentwood, Bel Air, Beverly Hills, West Hollywood & large areas of Beverlywood, West Los Angeles, Hancock Park & Hollywood.

**About Richard Bloom:** Santa Monica Mayor Richard Bloom is running for the State Assembly in order to restore California to a national place of leadership in innovation, education, job creation, environmentalism and social justice. An acclaimed civic leader, Bloom has also operated his own business as a family law attorney for over 30 years. Skilled at creating a dialogue between fractious parties and achieving consensus agreements, he has served as a Family Law Settlement Officer and a mediator for the Los Angeles Superior Court. As Councilmember and Mayor of Santa Monica, he has effectively promoted the economic vitality of the City, helping to guide and sustain Santa Monica even in current times of national and worldwide downturn, and has protected the health of children and the elderly, providing affordable housing and restoring the environment to the benefit of all. For over a decade, Bloom has successfully championed the cause of excellence in our public schools. As a California Coastal Commissioner, Chair of the Santa Monica Bay Restoration Commission, Chair of the Westside Cities Council of Governments, and board member of the Santa Monica Mountains Conservancy, Richard has represented every corner of the Assembly district by protecting our irreplaceable environment, helping to find agreement on regional transportation projects and providing leadership on a range of other important issues.