



Press Release

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One-Day Event to Encourage Women to Run for Local Office

(Cabrillo College, Aptos, CA) On September 28th, 2013, from 10am-4pm, 200 Santa Cruz County women will gather for a forum called *Breaking the Glass Ballot* that will provide the information, tools, and connections women need to run for local boards, commissions and elected positions. Currently, Santa Cruz County has no women elected representatives on its board of supervisors or any female state representatives in the legislature. This event aims to encourage and equip local women who have an interest in either running for office --or simply supporting women candidates. The event will be held at The Cabrillo College Horticulture Center. Registration opens at 9:00 am and concludes with a networking reception.

Breaking the Glass Ballot will include panel discussions and breakouts featuring local and regional politicians, appointees, campaign managers, fundraising experts and political action groups. The breakout sessions will involve nuts and bolts training on campaign basics, strategic positioning, fundraising, and organizing.

The morning will begin with a keynote address from noted political strategist, Mary Hughes, who has run successful campaigns for Congresswoman Anna Eschoo and former State Senator Joe Simitian. She is also the founder of "Close the Gap California", an organization aimed at getting more women to run for the state legislature.

Mary Hughes, founder of Close the Gap CA recognizes the opportunity provided by a lack of women in office. "We all lose out when half of the talent remains on the sidelines. California needs the policy know-how and the leadership skills that women offer. I'm thrilled to be part of this local effort to get women elected and on boards and commissions in Santa Cruz County."

Other session presenters include:
Kathy Bisbee, former campaign manager
Hilary Bryant, Santa Cruz Mayor
Karina Cervantez, Watsonville City Council

Tory DelFavero, Soquel Unified School Board
Carol Fuller, active political organizer and campaigner
Stephanie Harlan, Capitola City Council
Donna Lind, Scotts Valley City Council
Pat Manning, campaign manager
Cynthia Mathews, Santa Cruz City Councilwoman
Maria Orozco, Pajaro Valey Unified District School Board Member
Gail Pellerin, Elections Clerk
Jane Weed Pomerantz, former Santa Cruz Mayor
Ariadne Symons, Judge
Ana Ventura-Phares, former Watsonville Mayor

Organizers are inviting all women who have considered running for a local school board, city council, or who are interested in being on a commission to participate and learn about filing deadlines, how to build an organization, eligibility requirements and begin building a network of supporters. In addition, organizers encourage anyone who is concerned about the lack of women in local office and who may want to assist in a political campaign to attend.

Registration is limited. Cost for admission is \$30 which covers a catered box lunch. To register, www.breakingtheglassballot.org Some scholarships are available. The event is being produced by a non-partisan group of local women volunteers who are committed to assisting and supporting more local women to hold office positions and sit on committees and commissions.

Breaking the Glass Ballot is co-sponsored by Cabrillo College. We thank them for their support.