



For Immediate Release

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MCV Action Fund Launches TV Ad Highlighting “Clear Choice” in Governor’s Race

Shows how Gov. LePage has moved Maine in wrong direction

[* Click here to view the ad***](#)**

AUGUSTA - Maine Conservation Voters Action Fund (MCVAF) this week launched a \$350,000 television ad campaign highlighting how Rep. Mike Michaud is the clear choice to be Maine’s next governor. The ad, [“Clear Choice,”](#) is the second in a series of ads from MCV Action Fund in the race and begins running this week in the Portland and Bangor media markets.

“This campaign will ensure that Maine voters know about Gov. LePage’s harmful record of putting our environment, public schools, and seniors at risk. There’s a clear choice in this race, and only Mike Michaud will put Maine families first,” said MCV Action Fund executive director Maureen Drouin.

The ad highlights Gov. LePage’s record on the environment, education, and health care for Maine seniors. Gov. LePage has attacked environmental protections and [vetoed](#) a bill to protect Maine’s lakes. He’s also proposed slashing funding for [Head Start](#) and [public schools](#), and he tried to cut [health care and prescription drug coverage](#) for thousands of Maine seniors. Backup for the [ad is available here](#).

In August, MCVAF launched a \$400,000 television ad campaign describing how LePage has tried to weaken clean water safeguards for Maine families. The ad, “Quality,” part of MCV Action Fund’s effort to elect Michaud as Maine’s next governor, ran in the Portland and Bangor media markets and online statewide.

In February, the board of directors of Maine Conservation Voters unanimously [endorsed](#) Michaud’s bid for governor, citing his ability to usher in a new era of collaboration in Maine. At the time, Dan Amory, Board President of Maine Conservation Voters, remarked, “Mike is a real leader, and his record demonstrates that he will be the most effective governor to protect Maine’s environment, the health of Maine people, and the jobs that depend on our natural resources.”

More >>>

Advocates for Seniors & Maine’s Schools on LePage’s Record:

“Maine seniors can’t afford another four years of Gov. LePage. Our parents and grandparents deserve our respect and support; instead Paul LePage tried to cut critical health care and

prescription drug coverage. It's shameful. I've worked with Mike Michaud for many years, and I know that Maine seniors have always been able to count on Mike, and they'll be able to count on him as governor," said Nancy Kelleher, the former state director of the Maine AARP and a longtime advocate for seniors in Maine.

"Governor LePage criticizes Maine's students, schools and teachers, yet proposes cuts to the resources we need to succeed. He wants to take money away from Maine's public schools and has pushed to defund vital programs like Head Start. Maine students need Mike Michaud, who will support students and teachers with the resources we need to be successful, not a governor who refuses to make real investments in our kids," said Sarah Rubin, a middle school teacher who lives in Portland.

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Paid for by Maine Conservation Voters Action Fund, 295 Water Street, Suite 9, Augusta,
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