

Peter Shumlin for Governor of Vermont, 2010, case study:

In 2010, State Senator Peter Shumlin was polling 3rd in a 5-way primary. In the end, he was the only candidate to add mail to his television strategy. We targeted proven Democratic primary voters with “Shumlin is the best Democrat” messaging on expanding internet to rural areas, making Vermont the first state to have single payer healthcare and fully funding Pre-K education. Many people believe his 200 vote, come-from-behind primary victory was due to his being the only candidate in mailboxes.

Paid for by Shumlin for Governor, PO Box 5353, Burlington, VT 05402. Kate O'Connor, Treasurer. 049-PS10-05 ♻️



**I BELIEVE
HIS FUTURE
IS WORTH
THE FIGHT.**

– PETER SHUMLIN

FIND OUT HOW TO VOTE FROM HOME AT WWW.SHUMLINFORGVERNOR.COM

AS GOVERNOR, I WILL MAKE SURE EVERY CHILD HAS ACCESS TO PRE-K EDUCATION.

— PETER SHUMLIN



As a father, I know we all want our kids to have a bright future. That's why I want universal access to pre-K education. I want to give every child an equal opportunity to succeed. Children enrolled in early education programs score higher in math and reading and are more likely to get jobs and become successful, productive members of society. Investing in early education will generate \$7 to \$16 for every dollar spent.

I always take on the tough battles that I believe are right. I passed marriage equality and led the effort to close Vermont Yankee on schedule even though many thought it couldn't happen. I have a vision for Vermont and I won't let anyone stand in the way of our kids' future.

— PETER SHUMLIN

PETER SHUMLIN
STRONG LEADERSHIP FOR VERMONT'S FUTURE.

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VOTE FOR PETER SHUMLIN DEMOCRAT FOR GOVERNOR **DEMOCRATIC PRIMARY AUGUST 24TH**