

Daily Read: Watch Now — Bloomberg Unveils Powerful Super Bowl Ad on Gun Violence

1 message  
Kevin Sheekey <dailyread@mikebloomberg.com>  
Reply-To: Kevin Sheekey <dailyread@mikebloomberg.com>  
To: bjs1nyc@gmail.com

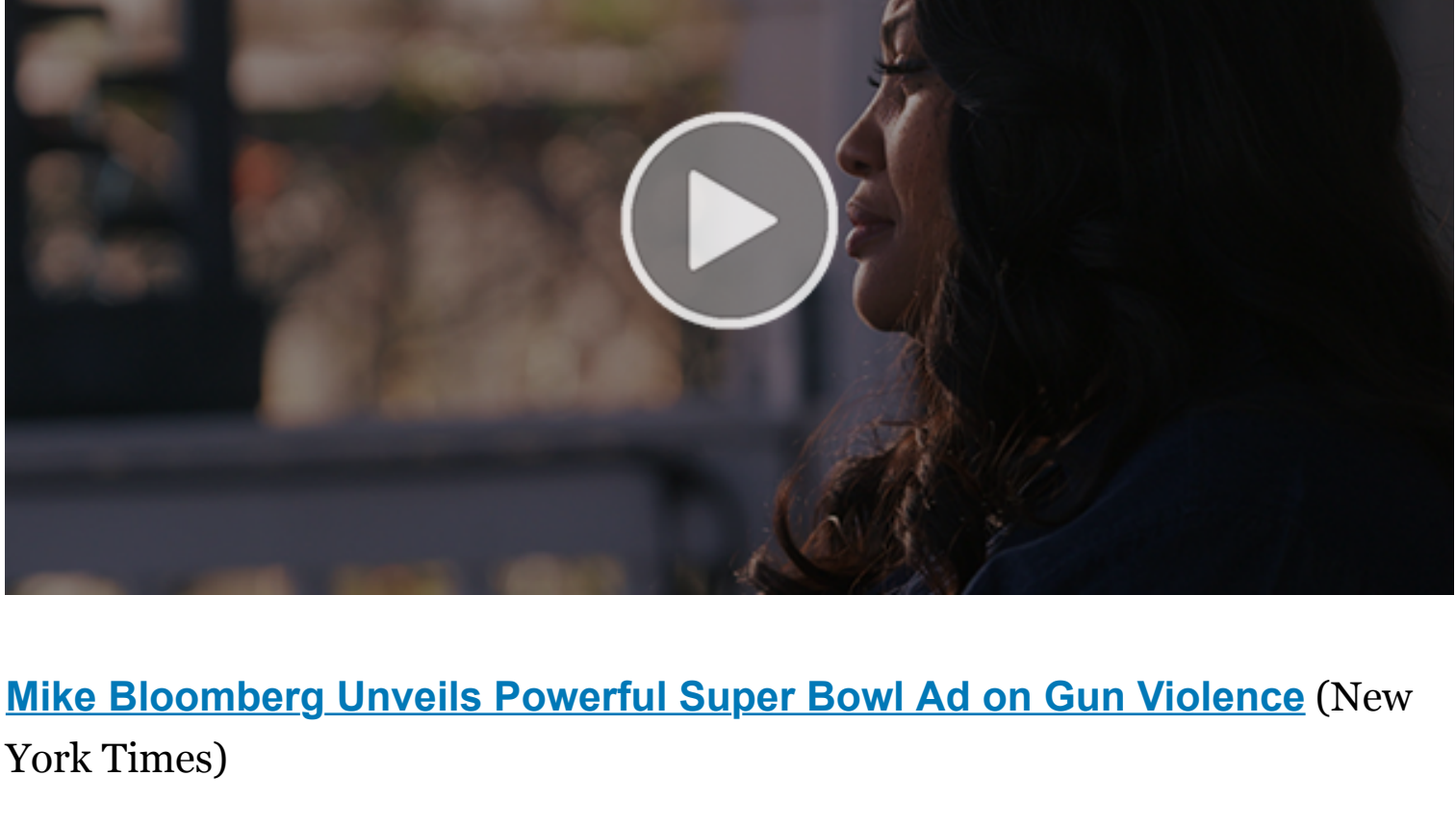
Thu, Jan 30, 2020 at 1:31 PM



Sheekey Daily Read

January 30, 2020

Super Bowl Ad Revealed.



[Mike Bloomberg Unveils Powerful Super Bowl Ad on Gun Violence](#) (New York Times)

In the minute-long ad, announced this morning, Calandrian Kemp tells the story of her son, George Kemp Jr., as the camera pans across childhood pictures of George in football gear.

He was shot and killed in 2013 during an altercation while he was at college; he was 20.

“I just kept saying, you cannot tell me that the child I gave birth to is no longer here,” Ms. Kemp says, her voice breaking. The screen then shows white text on a black background: “2,900 children die from gun violence every year.”

“I know Mike is not afraid of the gun lobby — they’re scared of him,” she says. “And they should be.”



The ad is scheduled to air between the end of the halftime show and the beginning of the third quarter.

“It’s a time when people get together and they sit down and they watch the Super Bowl, but they also know that there are these ads and there’s a lot of conversation about the ads,” said Howard Wolfson, a top adviser to Bloomberg.

“It’s a very wide net, it’s a broad swath of Americans, and this is an issue that there’s been an awful lot of agreement on.”

The campaign said it selected an ad about gun violence for the Super Bowl slot because it was an issue “central to Mike Bloomberg.”

Indeed, Bloomberg made the final call. When shown a variety of ads to choose from, he was “adamant” that the campaign ran the one featuring Ms. Kemp.

“I cried the first time I saw it,” Wolfson said.

[Watch the ad.](#)

Read more about Calandrian Simpson Kemp and Mike’s Gun Safety Policy Pillars [here](#).



iGanamos con Mike!

Mike delivered remarks Wednesday in El Paso, Texas, outlining *El Paso Adelante*, his plan to expand opportunity for the Latino community.

*El Paso Adelante*, or The Path Forward, calls for significant investments in Latino communities in four ways:

- Closing the college completion gap between whites and Latinos
- Doubling the number of Latino-owned businesses with employees
- Reducing chronic diseases among Latinos
- Clearing the naturalization backlog and creating a path to citizenship for the 11 million undocumented immigrants who contribute to our communities, economy, and country

“We need to bring security to the 60 million Latinos who Donald Trump has vilified -- and who help to make America truly great,” Mike said.

Mike Bloomberg 2020 also announced the launch of *Ganamos con Mike*, meaning We Win with Mike, an initiative to engage Latinos across the country on the issues they care about and to rally support for Mike.

Read the remarks [here](#) and learn more about the policy [here](#).



D.C. Mayor Endorses Mike.

[D.C. Mayor Muriel Bowser Endorses Mike Bloomberg](#) (Washington Post)

D.C. Mayor Muriel Bowser said Bloomberg is “the only candidate who will unify the country and defeat Donald Trump.”

She said Bloomberg is committed to “putting an end to gun violence” and “mitigating the causes of climate change,” and lauded him for seeking to give “all Americans a fair shot” through his housing and economic plans.

The second-term mayor chose Bloomberg from a crowded field of candidates that includes former vice president Joe Biden, who worked closely with the District during the Obama administration.



What I'm Reading.

Virus Gets Closer: [U.S. Warned to Prepare for Worst on Coronavirus](#) (Axios)

Impeachment Wrapping: [What to Watch on the Last Day of Questioning](#) (New York Times)

Donald Debt Strikes Again: [U.S. National Debt Will Rise to 98% of GDP by 2030, Congressional Budget Office Projects](#) (Wall Street Journal)

*Deficits will exceed \$1 trillion a year for at least 11 years, budget office says. The national debt and sustained federal budget deficits will hit the highest levels since World War II over the next decade, the Congressional Budget Office projected, following multiple rounds of tax cuts and continued increases in federal spending.*

Economy Slowing: [U.S. GDP Q4 2019 — First Reading Rose Only 2.1%](#) (CNBC)

Flashback: [This Tax Bill Is a Trillion-Dollar Blunder](#) (Michael Bloomberg Op-Ed)

As Mike accurately called it in December 2017, Congress and President Trump put politics ahead of smart reform.

As America Pulls Back: [Russia Exerts Growing Influence in Africa, Worrying Many in the West](#) (New York Times)

Brexit is Jan 31: [European Parliament Overwhelmingly Backs Terms of UK's Exit](#) (BBC News)

After the UK leaves Friday night, there will be an 11-month transition period in which the two sides hope to negotiate their future economic relationship.

Climate of Hope: [Solar and Wind Gain Steam in U.S. as Coal's Decline Accelerates](#) (Bloomberg)

Feel Like a Kid Again Before Jan 31: [Play on Giant Glowing Seesaws in the Garment District Now](#) (Untapped New York)

Share the Daily Read!

Please forward my email to anyone you think should read it. *Anyone can sign up [here](#).*

Best of Late Night.

On the Senate impeachment hearings:

“Republicans are worried that introducing witnesses could cause hearings to extend for weeks, or even worse, lead to a fair trial... Now, I’m all for witnesses, but I’m not sure I want this to drag on anymore. This is starting to feel like Star Wars, you know? I used to be really into it, now I’m watching it out of some kind of obligation.”  
-- James Corden

“For most of the day, senators just asked questions to their own side that gave them another chance to repeat their talking points. Democrats asked, ‘Donald Trump is guilty, isn’t he?’ And Republicans asked, ‘What is it that makes Donald Trump so innocent and handsome?’”  
-- Trevor Noah

“Police in Florida caught an alligator who was peering into windows at a local shopping center. There was a sad moment when the alligator some saw boots and was like ‘Carl!’”  
-- Jimmy Fallon

“Sales of Corona beer are down because people are mistakenly connecting it to the Coronavirus... The same thing happened a few years ago to Ebola beer. Remember that? Remember when no one was buying Bird Flu Hot Pockets?”  
-- Conan O’Brien

Follow me on [Twitter](#) for more updates. And get the latest updates from Mike on [Twitter](#), [Instagram](#) and at [mikebloomberg.com](#).

If you prefer not to receive this newsletter, you can opt out [here](#).