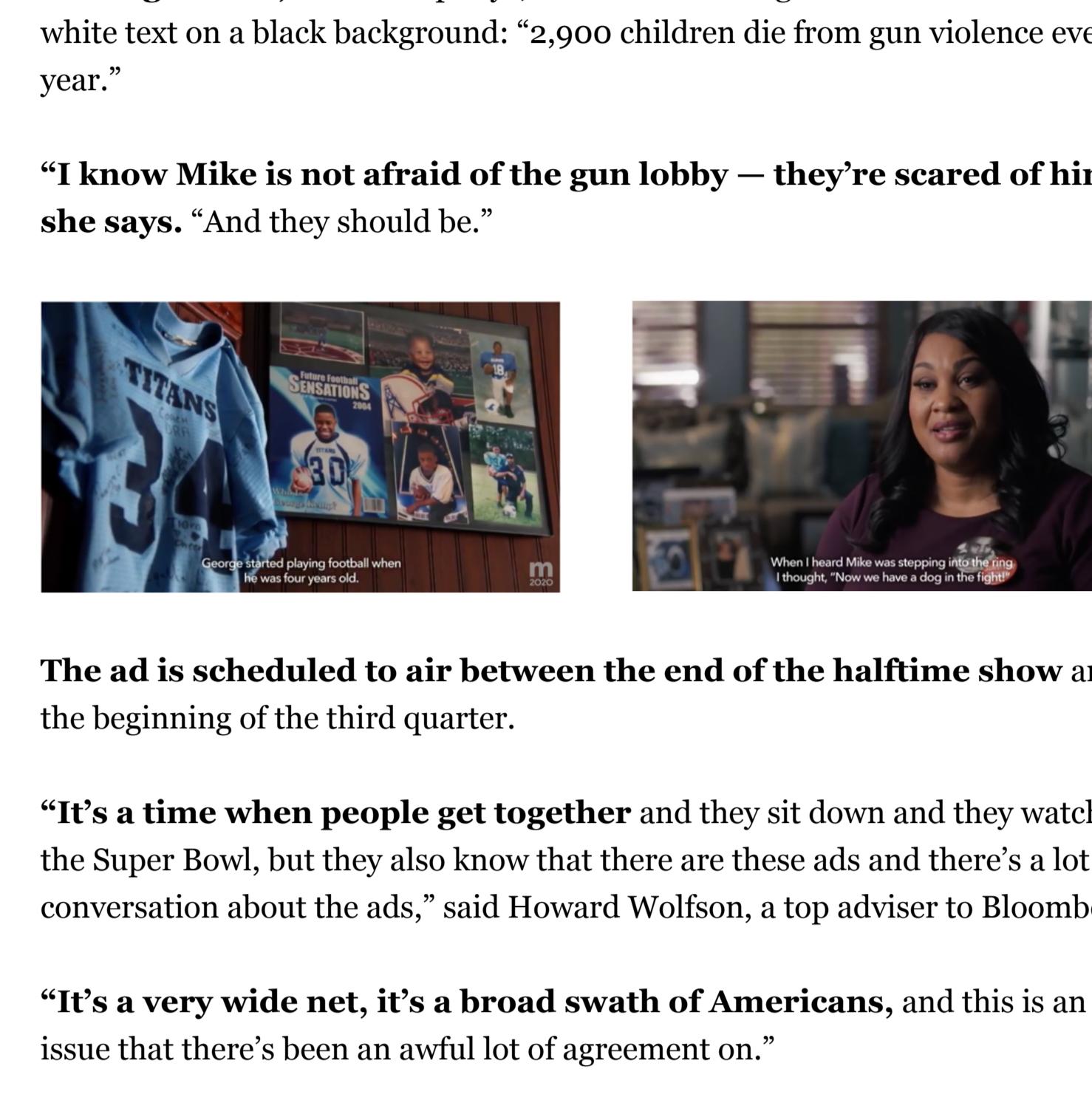
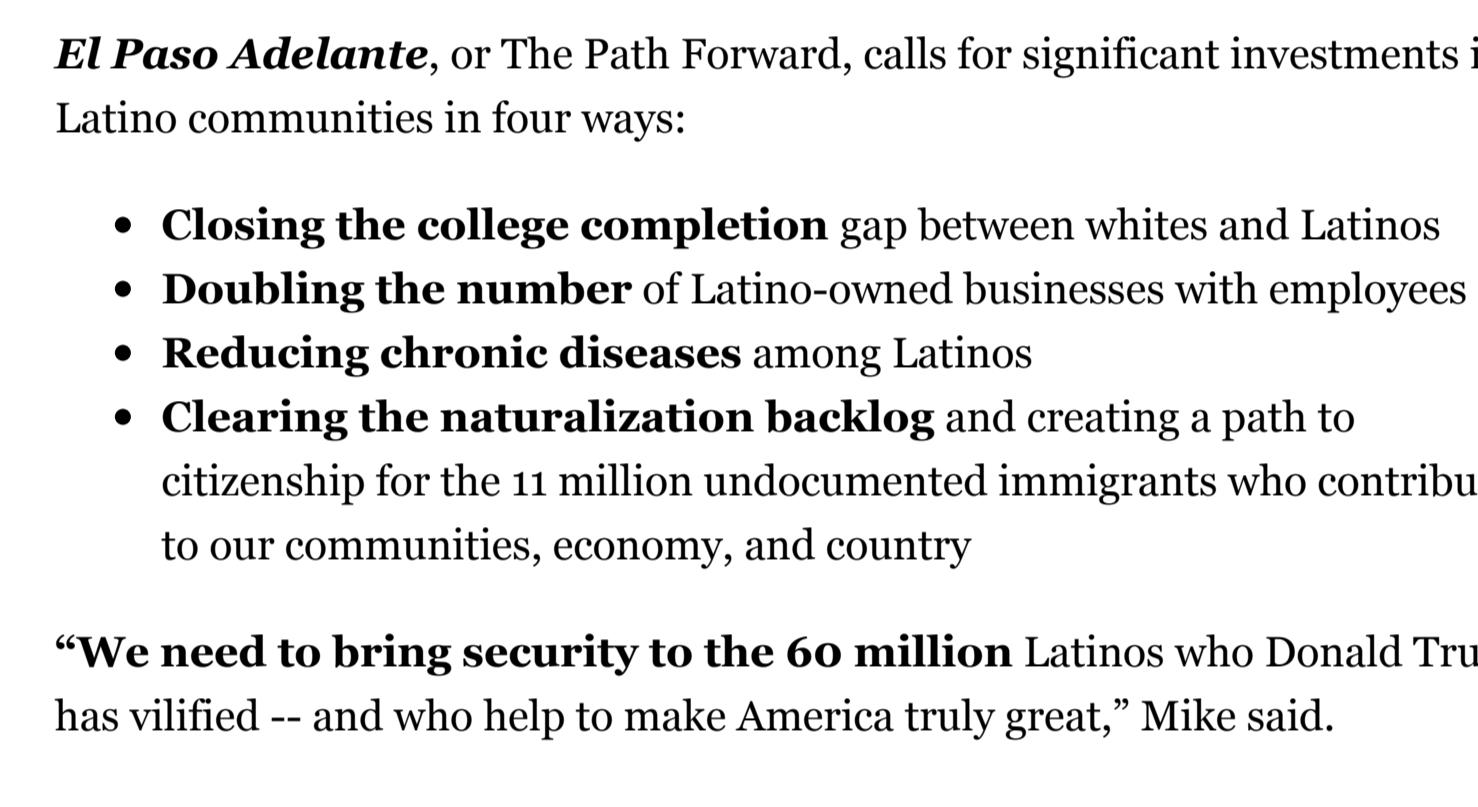
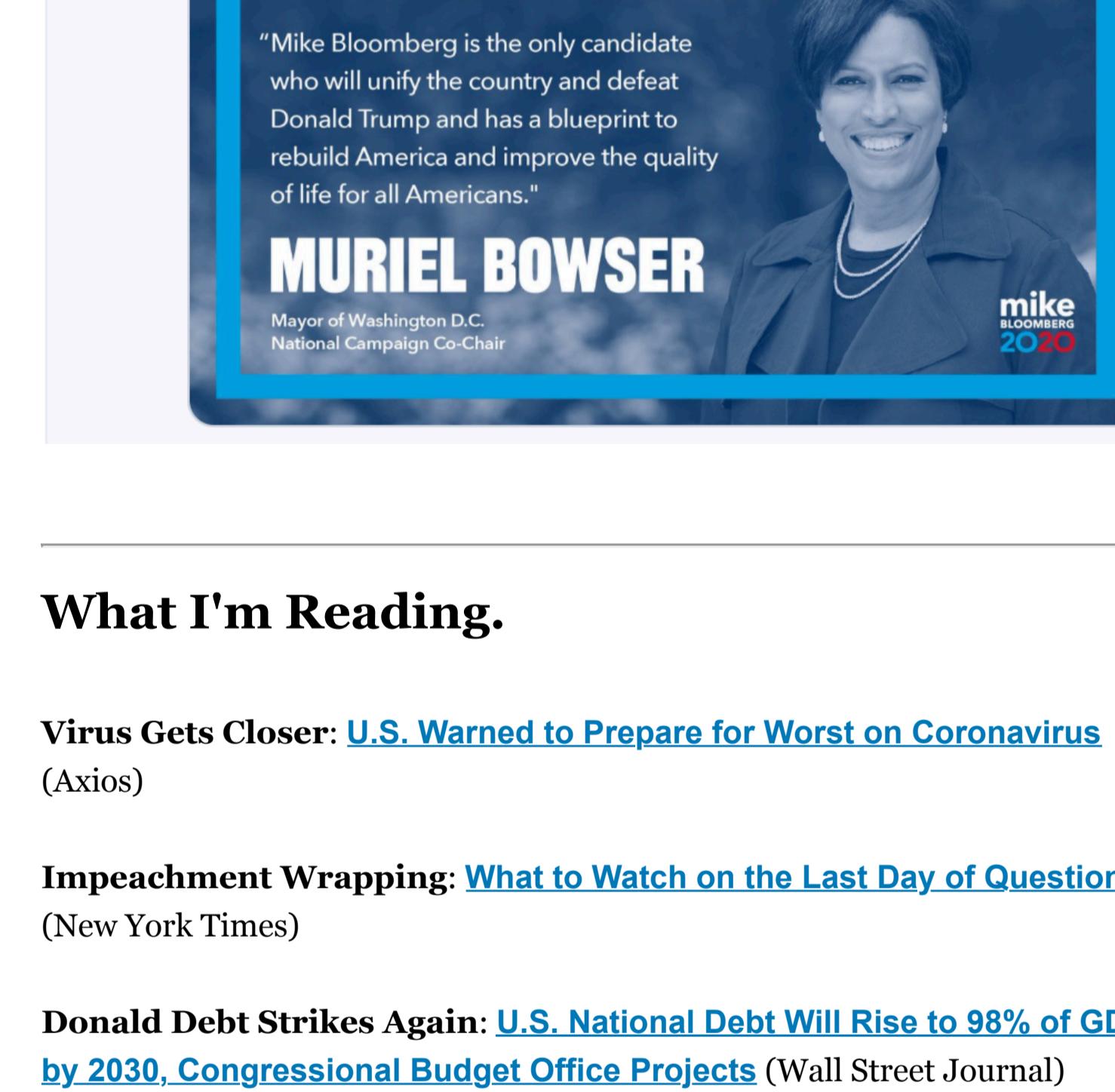


**Daily Read: Watch Now — Bloomberg Unveils Powerful Super Bowl Ad on Gun Violence**

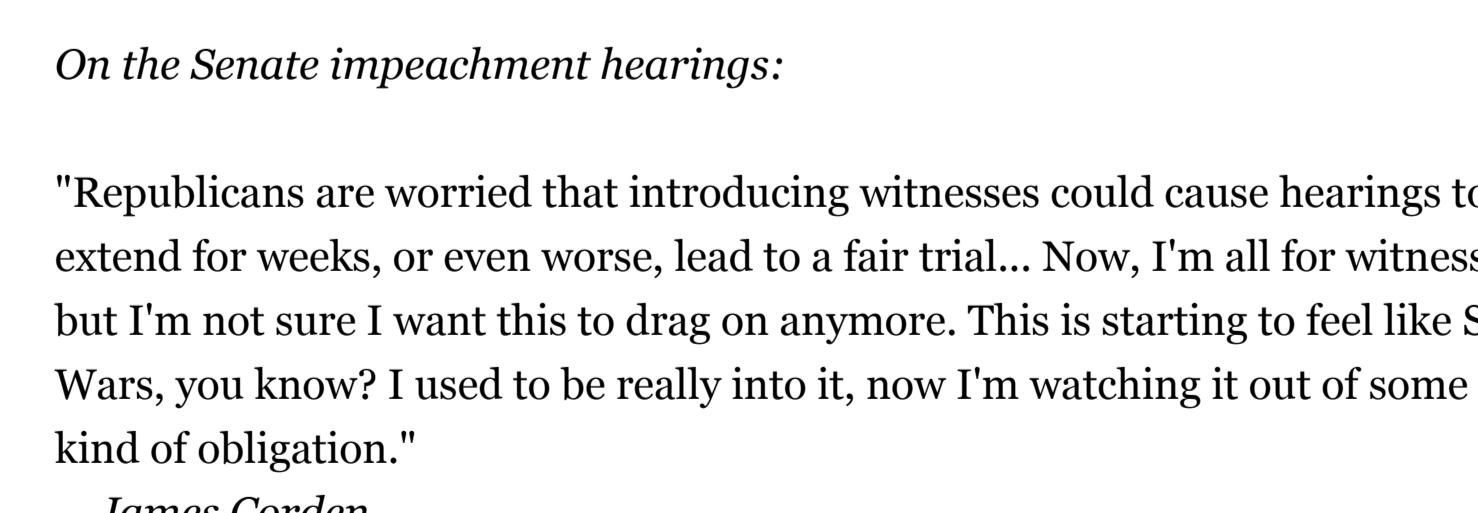
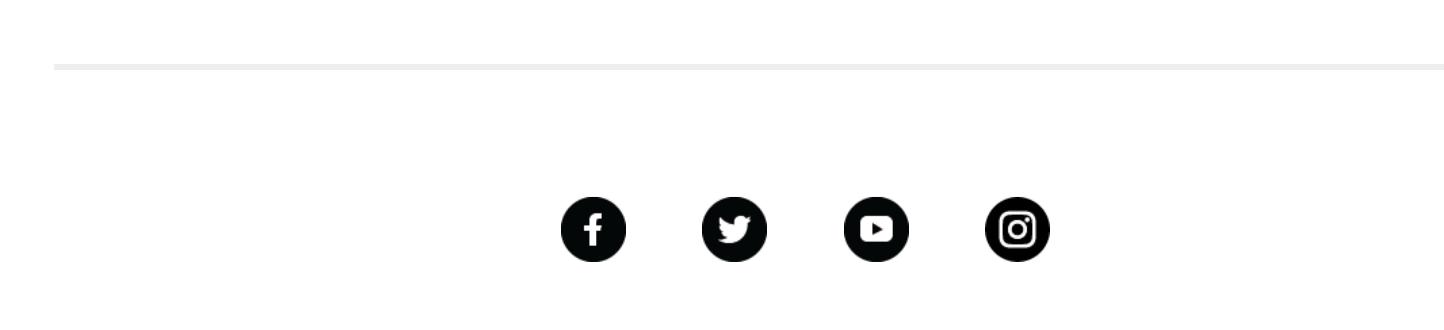
1 message

Kevin Sheekey <dailyread@mikebloomberg.com>  
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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.**"Mike Bloomberg is the only candidate who will unify the country and defeat Donald Trump and has a blueprint to rebuild America and improve the quality of life for all Americans."****MURIEL BOWSER**Mayor of Washington D.C.  
National Campaign Co-Chair**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.**"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.**"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.**"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.**"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.**"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.**"After the UK 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