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**NEW DIGITAL AD HIGHLIGHTS JOHN CHIANG'S FAMILY
STORY, HOW IT GUIDES HIS VISION FOR CALIFORNIA**



[\(Watch "Underdog" here\)](#)

LOS ANGELES, CA – John Chiang’s campaign for governor has released [a new digital ad](#). The ad — called “Underdog” — highlights Chiang’s Asian immigrant family background and how the values he learned growing up have shaped him into the leader that he is today, and the leader he plans to be as California’s next governor.

“We were the first Asian American family on our block,” says Chiang. “We were taunted, ridiculed, but I remember my Mom saying, ‘We just need to show them that we are good people.’”

“In the face of adversity, we cannot waver from our convictions. We have to stand up, speak up, and defend the values that our nation was built on. We have to lead by example.”

“When you have been trusted to serve, you don’t make excuses, you don’t throw stones, you build bridges. You remember where you came from and you see the good in people. You make progress everyday with a vision for the future and the guts to make it happen.”

“As a first generation American, John understands the adversity many immigrants in California, and across this nation, have experienced,” said Fabien Levy, Deputy Campaign Manager and Communications Director for John Chiang’s campaign. “But instead of using the tough times he experienced as an excuse to back down, John has used it as inspiration to fight for the underdogs in California. As governor, John will represent California’s diverse population and ensure every Californian has the ability to achieve the American Dream.”

“Underdog” will air online with buys on multiple social media channels and multiple websites.

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For more news, please follow John Chiang, Candidate for Governor, on Twitter at [@JohnChiangCA](#) and on Facebook at [John Chiang for Governor 2018](#). Or visit www.johnchiang.com.

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