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## **Jacobs for Congress Releases First TV Ad During Trump SOTU Coverage**

*Ad designed to introduce Jacobs – a former Obama State Department and United Nations official – to news viewers in CA-49*

Jacobs for Congress has released its first TV ad of the CA-49 primary, an opening spot designed to introduce Democratic candidate Sara Jacobs as the right candidate to ensure that Democrats win the 49<sup>th</sup> District – which is critical towards winning back the House of Representatives.

The ad specifically targets news-viewers, typically the most reliable primary voters, and will air on MSNBC and CNN, and also during the Sunday morning news programs on broadcast networks in the San Diego media market. It will first air during coverage of President Trump's State of the Union address tomorrow. The ad is part of an initial 3-week buy.

"If Democrats expect to win in the 49th District, we need to run aggressive campaigns and take our case directly to the voters – and that's exactly what we're doing here," said Chelsea Brossard, Jacobs' campaign manager. "This election won't be decided in back rooms by the old boys clubs, it's going to be decided by the thousands of energized voters – especially women and young people – who are literally marching in the streets demanding a Member of Congress who will stand up to the Trump administration and defend our values. With her background at the State Department and United Nations, combined with the energy that she's receiving on the ground from women and young people, Sara Jacobs is the right candidate at the right time to take back the 49th District. It's pretty obvious to everyone watching that 2018 is going to be the year of the woman, and we're fortunate to have such a strong, qualified, and future-focused woman who will run the type of aggressive campaign it's going to take to defeat Trump and the well-funded Republican candidates who will do anything to protect this seat."

During the last fundraising period, Jacobs outraised all of her Democratic opponents and is expected to have the most cash-on-hand in the race.

The ad can be viewed here: <https://www.youtube.com/watch?v=iUEpwDrSgnY&feature=youtu.be>

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Paid for by Sara Jacobs for Congress