



MEDIA RELEASE

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Jacobson & Zilber Strategies

HERNANDEZ BACKED BY LOCAL FIREFIGHTERS IN LG BID

*The United Firefighters of Los Angeles City Unites Behind Ed
Hernandez for Lt. Governor*

LOS ANGELES COUNTY, CA -- In another indication of his widespread support from public safety organizations, today State Senator Dr. Ed Hernandez secured an endorsement from the United Firefighters of Los Angeles City (UFLAC) in his campaign for California Lieutenant Governor.

The United Firefighters of Los Angeles City Local 112 represent more than 3,300 Firefighters and Paramedics with the Los Angeles Fire Department.

UFLAC released a statement following the announced endorsement:

"The United Firefighters of Los Angeles City are proud to endorse Senator Ed Hernandez for California Lieutenant Governor. He's been a fearless champion for firefighters and emergency responders. Ed has prioritized public safety funding, including year-round fire protection, increased investments in new fire fighting technologies and he has worked to ensure we have the resources we need to protect the public. We are 100% behind Senator Ed Hernandez."

- Tony Gamboa, President of the United Firefighters of Los Angeles City Local 112

Senator Hernandez's latest television commercial, titled "Vision of Progress," highlights Senator Hernandez's legislative accomplishments ranging from environmental protection laws to advancing healthcare for all and cracking down on the skyrocketing prices of prescription drugs.

To view the ad, "Vision of Progress," [click here](#) or on the screen below:



Senator Hernandez also recently announced a pivotal endorsement from the California Labor Federation in addition to over 80 labor unions supporting his campaign for Lieutenant Governor.

In February, Senator Hernandez was the top vote getter among delegates at the California Democratic Party convention. With 1,157 votes cast in his favor at the California Democratic Party convention, Senator Hernandez received more delegate votes than any candidate running for Governor of California, where the top vote getter earned 1,087 votes, as well as more votes than California's incumbent U.S. Senator, who received 1,023. Senator Hernandez triumphed at convention despite not surpassing the high 60% vote threshold required to win the endorsement.

Recently, State Senator Dr. Ed Hernandez rolled out a new digital video ad, titled "Proven Progressive," in his campaign for California Lieutenant Governor. The ad highlights some of the Senator's high-powered endorsements, including

from the California Nurses Association and the California Teachers Association, along with his 100% legislative voting scorecard from organizations like the [California Labor Federation](#)* and [Planned Parenthood Affiliates of California](#) Advocates*.

To view Senator Hernandez's video ad, "Proven Progressive," click on the screen below [or here](#).

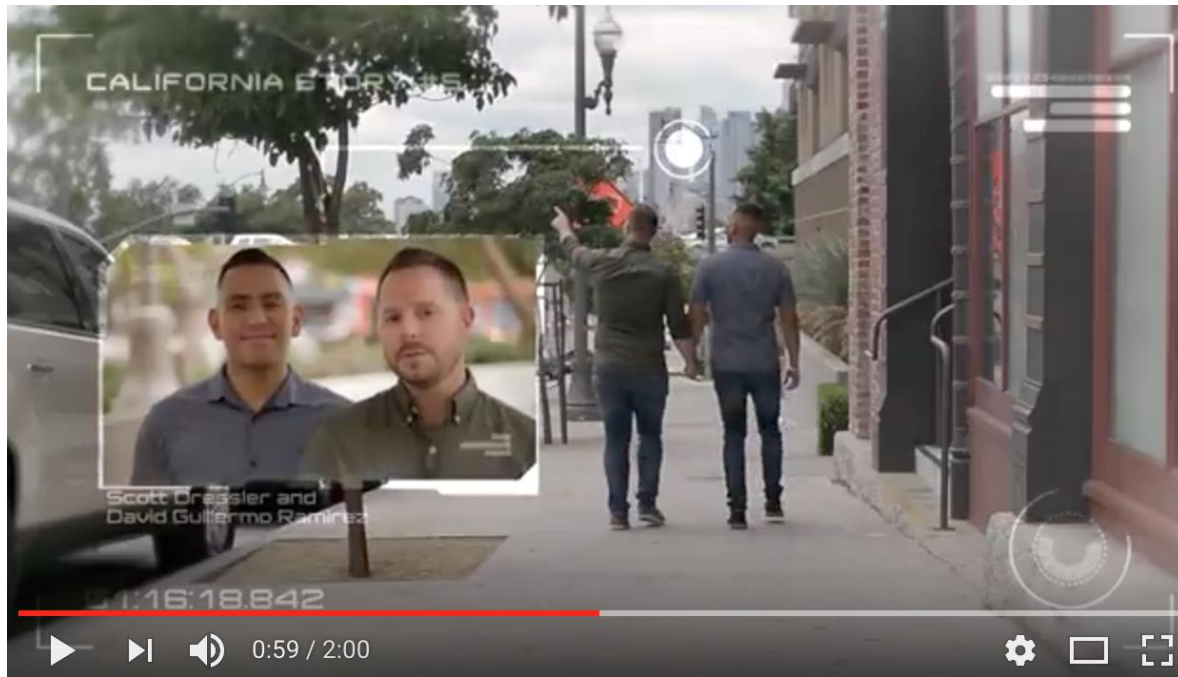


Significantly, recently California Governor Jerry Brown signed Senator Dr. Ed Hernandez's groundbreaking drug transparency bill, SB-17, into law. Senator Hernandez's latest digital video ad, titled, "[Life or Death](#)," features a moving testimonial from Kendall Renee, who is allergic to more than 95% of foods and carries at least four EpiPens with her at all times. Renee highlights Senator Hernandez' efforts to combat skyrocketing drug costs in the ad.

To view Hernandez's "[Life or Death](#)" spot, click on the screen shot below:



To view Senator Hernandez's "Record of Progress," digital video ad, [click here](#) or on the screen shot below.



To view Senator Hernandez's first digital video, titled "[A California Story](#)," click on the screen image below:



A husband, father, grandfather, practicing optometrist, and local businessman, “Dr. Ed” (as he is known to his patients) has spent his life bringing quality eye care to predominantly low-income communities. As a health care provider, the need to improve access to health care for all Californians is what first drove him to run for office.

Since being elected to the Assembly in 2006 and the Senate in 2010, Dr. Ed Hernandez has been a leader on the implementation of federal health care reform – helping expand access to affordable health care, control costs, and improve the network of providers so people can actually get quality care when they need it. Dr. Ed has been a champion by expanding educational opportunity to qualified students overlooked by our public schools and universities, as well as a major proponent for government reform, including fixing a broken initiative system too often hijacked by billionaires and wealthy corporations. Dr. Ed Hernandez is running to take this experience, leadership, and vision to the next level by serving the people of California as their Lieutenant Governor.

For more information, please visit www.edhernandez4ca.com.

****Titles for Identification Purposes Only.***

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Paid for by Ed Hernandez for Lt. Governor

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