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FOR IMMEDIATE RELEASE

NO ON PROP 10 CAMPAIGN LAUNCHES SPANISH LANGUAGE AD & WEBSITE

SACRAMENTO -- Californians for Responsible Housing today launched a Spanish language television and digital campaign urging Californians to vote against Proposition 10, the measure on the November ballot that repeals the Costa-Hawkins Rental Housing Act, including protections for tenants and single-family homeowners.

The 30-second Spanish-language ad features homeowner Mary Guerrero Bowman who criticizes Proposition 10 because “it makes a bad problem worse” and decreases the value of single-family homes.

“My parents are immigrants who worked hard and saved to buy our home,” says Guerrero-Bowman. “It represents most of our savings. Prop 10 would hurt homeowners like us. 10 eliminates protections for homeowners. And Prop 10 does nothing to protect renters, veterans or seniors either. There are better solutions than deceptive Prop 10.”

The ad will run on a mix of both television and on digital platforms across the state beginning today. It was produced by California-based SCN Strategies.

The No on Prop 10 campaign also launched a Spanish language [website](#).

Proposition 10 is opposed by both California gubernatorial candidates, former Los Angeles Mayor Antonio Villaraigosa, the Los Angeles Latino Chamber of Commerce, the State Building Trades and Construction Council of California, the California Senior Advocates League, and more than a dozen veterans groups.

The ad can be viewed [here](#).

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Paid for by No on Prop 10; Californians for Responsible Housing, A Coalition of Veterans, Seniors,
Housing Providers, Social Justice Groups, Taxpayer Associations, and Labor.

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Funding details at: <http://www.fppc.ca.gov>