



FOR IMMEDIATE RELEASE

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Freeman Public Affairs Awarded Gold and Silver in the Pollies!

Torrance, CA – On March 8th, the Director of the American Association of Political Consultants (AAPC) notified Jim Freeman of Freeman Public Affairs, Inc. that his firm had won two Pollie awards for 2010: Gold in the Mayoral Race category and Silver in Best of Show. These awards will be officially presented by the AAPC when it hosts its 19th Annual Pollie Awards and Conference on March 25-27 in Phoenix, Arizona.

The Pollies, which *Esquire Magazine* calls “the Oscars of Political Advertising,” are awarded annually to those engaged in the business of politics. This year, there were more entries in the Pollies than at any time in its history. With 238 categories, the Pollie Awards offer an opportunity for both political consulting and public affairs professionals to achieve recognition. To win a Pollie is to be recognized as the best by the brightest in the \$8-billion industry. Winners are selected by a judging panel of their peers, representing the industry’s most highly respected campaigning experts. Pollies are awarded in three main categories: candidate campaigns, public affairs and ballot initiatives/referendums plus an overall campaign division.

“This is the honor of a political lifetime,” states Jim Freeman, president. “We always make sure our clients get noticed and are gratified to find that our work has garnered some very prestigious notice of its own.”

This award-winning brochure was produced for the Committee of Police and Fire Associations and pictured the embattled incumbent El Monte mayor inside an Absolut vodka bottle with the tag line: Absolute Drunk, Absolute Incompetence. Graphic design was done by James Nemec with copy written by Barbara Rabinowitz, both Freeman staffers.

Freeman Public Affairs, known for its bold, unorthodox political work, represents local, county and state candidates, labor organizations, municipalities, school districts and public interest groups.

“Our small firm was up against the biggest and the best so these awards are a real tribute to our ability to provide our clients with memorable, effective campaigns,” adds Freeman. “I know of other agencies that have entered hundreds of times over decades without a win of any kind, so this tells me that we are on the right track with our fresh approach to politics.”

Freeman Public Affairs, Inc., based in Torrance, CA, focuses primarily on California politics but has begun to expand nationwide. More information on the agency can be found at www.FreemanPA.com.