

MoveOn.org Political Action

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MoveOn Launches \$1M Month Long Ad Campaign Against John McCain

First Ad In Series To Air On Anniversary Of “Mission Accomplished”

View New TV Ad At: <http://www.moveon.org>

A one million dollar month-long TV ad campaign against Senator John McCain will begin with the airing of a 30 second spot on Thursday, May 1st, the fifth anniversary of President Bush’s “Mission Accomplished” speech. MoveOn will spend \$160,000 to air the new ad, titled “Candles”, on cable as well as on broadcast networks in Iowa and New Mexico – states where Senator McCain is currently on the air unopposed.

The spot features a cake with the words “Mission Accomplished” in icing and five candles being lit on the cake. As John McCain’s voice declares that the American people aren’t concerned if we stay in Iraq for 100 years, the candles on the cake continue to multiply until they number 100. The shot then fades into a picture of President Bush and John McCain hugging. The ad, paid for exclusively by MoveOn's Political Action Committee and its small donor contributors, will run for a week.

“Voters need to know Senator McCain would continue President Bush’s failed policies – in Iraq and elsewhere. A vote for him is basically a vote for a third Bush term.” said Eli Pariser, MoveOn’s Executive Director.

Ad Script and Backup:

MoveOn.Org

<u>AD TEXT:</u>	<u>DOCUMENTATION:</u>
5 years ago, George Bush stood under a “Mission Accomplished” banner and announced:	[“Commander in Chief lands on USS Lincoln”, CNN.com, 5/2/03]
"Major combat operations in Iraq have ended."	President Bush: "Major combat operations in Iraq have ended"[Remarks by the President from

<p>John McCain said the end of the Iraq war was very much in sight.</p> <p>Now, we need to know how long we'd be in Iraq if John McCain were president.</p> <p>“And then I don't think American's are concerned if we're there for 100 years or 1,000 years or 10,000 years.” 1/6/08</p> <p>100 years in Iraq? And you thought no one could be worse than George Bush.</p>	<p>the USS Abraham Lincoln, 5/1/03]</p> <p>John McCain: “It's clear that the end is very much in sight” [ABC News, Good Morning America, 4/9/03]</p> <p>John McCain: “and then I don't think Americans are concerned if we're there for 100 years or 1,000 years or 10,000 years” [CBS News, Face the Nation, 1/6/08]</p>
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