

FOR IMMEDIATE RELEASE

CONTACT: SLAV DAVIDZON FOR MAYOR CAMPAIGN OFFICE

503-961-7861

info@ourportland.org

www.ourportland.org

LOCAL LEADER, BUSINESSMAN AND ACTIVIST ANNOUNCES CANDIDACY
FOR MAYOR

Portland, OR., November 14, 2007

Armed with a common sense progressive vision for Portland that includes universal healthcare, creation of a local solar-powered energy company, and developing a local living small-business economy through a robust grant program that amounts to nothing less than a New Deal for Portland, local businessman and activist Mr. Slav Davidzon launched his campaign for Mayor.

Mr. Davidzon proposes coverage for every citizen of Portland with universal healthcare through a single-payer plan, combined with a vision for a wholly localized healthcare system. "Offering universal healthcare would not only attract the best and brightest minds to Portland" said Mr. Davidzon, "but also truly help drive economic growth and job creation by giving Portland small businesses a very dramatic economic advantage."

Believing that the city must take immediate action to address global warming and improve public health, Mr. Davidzon plans to limit 1/5th of city streets to public transit, bikes and pedestrian traffic, while at the same time subsidizing public transit thus making the system completely fare-free. Mr. Davidzon also wants to create a locally-owned solar energy company which would pay for installation of solar panels on private roofs in Portland in exchange for a contract for the residents to purchase electricity generated by those panels.

As a firm believer in the power of local economics, Mr. Davidzon plans on creating a city-funded grant/loan system that would allow for a blossoming of a true local, living economy. "The time has come to reverse the ludicrous big-business welfare trend by providing real assistance for small businesses that are the true engine of job creation in this country." Mr. Davidzon proposes taxing large companies as a way of creating a program for local economic growth through mass-creation of a local living economy, which would keep more dollars local.

"I believe that when others fail to lead, it is my responsibility to do so; and today I stand witness to a massive failure of imagination, creativity and leadership" said Mr. Davidzon, "I am thus forced to

take action as I believe history will judge harshly those who stand silent in these trying times. Portland needs not just another career politician but a true leader who has vision; a leader who is willing to stick his neck out and take the risks our city and world so desperately need towards an inspiring vision that will make this city truly work for ALL its citizens. My record speaks for itself -- I am a leader capable of not only envisioning another, better world, but swiftly executing towards results."

About Slav Davidzon

Slav Davidzon brings to the table a unique mix of experience in management and activism -- and an astounding track at that, considering his age of just twenty six. Having spent the last eight years starting well-known social change brands including one of the first earth-friendly, socially-responsible internet service providers; a local bicycle tourcompany that focuses on sustainability education and others. Mr. Davidzon has also been deeply involved with many social justice campaigns both through his companies as well as through his work with grassroots social justice groups, working for human rights and democracy both in the United States and abroad.

For more information about the campaign, visit www.ourportland.org.