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**NEVADA DEVELOPMENT AUTHORITY INVADES SACRAMENTO  
WITH 'CALIFORNIA TAX BEARS' AND PRO-BUSINESS MESSAGING**

On “tax day,” Tuesday, April 15, the Nevada Development Authority (NDA) set up shop in front of the California State Capitol Building in downtown Sacramento. Armed with boxes of NDA gummy bears, the “Sweet 16 Reasons to Relocate to Las Vegas,” and numerous “protest” signs wielded by actors in bear suits, the event was the latest blitz for the ‘California Tax Bear’ advertising and public relations campaign.

Preceded by two full-page ads in the *Sacramento Bee*, the event drew a number of media outlets and grabbed the attention of thousands. In his April 16 article, reporter Darrell Smith wrote:

Behind the high jinks was serious business for the Nevada Development Authority, which trumpets its success at luring away Golden State Business owners frustrated by taxes and regulatory burdens....“When we talk to California companies, they’re looking for a business-friendly state and responsive local government,” said Somer Hollingsworth, president and chief executive officer of the Las Vegas-based economic development organization.<sup>1</sup>

The ‘California Tax Bear’ advertising campaign has been one of the most viral and far-reaching campaigns ever run by the NDA. From New York to Florida, Illinois and throughout California, millions across the country have seen the eye-catching bear ads and accompanying articles. As Hollingsworth said outside the capitol building on Tuesday, “This campaign really has legs.”

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<sup>1</sup> “Nevada business recruiters try again in Golden State” article by Darrell Smith, *Sacramento Bee*, pg. D1, April 16, 2008.