



*****NEWS FLASH***NEWS FLASH***NEWS FLASH*****

**NDA’S TAX BEAR AD CAMPAIGN
USED AS FUEL TO FIRE CALIFORNIA LEGISLATIVE DEBATE**

The Nevada Development Authority’s (NDA) tax bear ad campaign has made another surprising and influential appearance – namely the California State Senate Revenue and Taxation Committee Hearing held on February 27, 2008 in Sacramento. State Senator George Runner raised a copy of one of NDA’s ads to drive home his point and show proof that the tax situation in California is not only bad for business, but also opening the door for other states like Nevada to recruit their business.

If that weren’t enough, Sacramento’s top daily newspaper, *The Sacramento Bee*, had this to say on March 3rd in reference to the ad campaign:

If you're one of those folks who believes that dark clouds/silver linings stuff, you may be heartened to know there is a bright side to California's dismal state budget mess. At least there is for Nevada.¹

The word is definitely spreading in California and beyond – NDA has Golden State businesses thinking “silver” might be a better investment.

¹ “The Buzz: Deputy Quackenbush means business,” article by Steve Wiegand, *The Sacramento Bee*, Main News section, pg. A3, March 3, 2008 edition.