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**Nevada Behind New Marketing Campaign to Attract California Businesses**  
**- Missing California Bear and Happy Cows Found Thriving in Nevada -**

**Carson City, Nev. (January 30, 2006)** – With California’s high cost of doing business and the nation’s most expensive workers’ compensation rates – even the recognizable California Grizzly Bear and Happy California cows have left their home state for Nevada’s thriving business climate. The tongue-in-cheek reappearance of these famous California icons in Nevada is part of a marketing campaign Nevada launched today in response to continuing inquiries from California companies looking for ways to improve their bottom line.

The campaign titled “Missing” features the California state flag with an outline of the missing bear and a happy California cow missing from a farm only to be found in Nevada. The bear and cows migration east to Nevada is symbolic of the continuing trend of companies from the Golden State relocating to Nevada due to California’s high cost of doing business. In Fiscal Year 2005, Nevada reported 28 California companies relocated to the Silver State.

The campaign includes oversized wallscapes, print ads, web casts, promotional flyers – even a ferry boat in the San Diego harbor that was wrapped with the campaign. Nevada economic development officials targeted the campaign in four California cities, including Los Angeles, Sacramento, San Diego and San Francisco - cities historically representing primary feeder markets for Nevada.

“When California is doing well, Nevada does well. However, we continue to hear from California companies struggling with the high cost of doing business looking for an alternative and this campaign is our response to those inquiries,” said Nevada’s Lt. Governor Lorraine Hunt, chair of the Nevada Commission on Economic Development. “Nevada’s built-in incentives for business – no corporate income tax, no personal income tax and no inventory tax are just a few examples of the benefits to doing business in Nevada.”

The “Missing” campaign was developed by the Nevada Economic Development Partnership, a coalition of economic development organizations throughout Nevada, which has collaborated for the past three years on marketing efforts to attract California businesses. The two previous campaigns included “Will Your Business Be Terminated?” and “Worse-Case Scenario.”

“California companies continue to cite workers’ compensation rates, high taxes and unreliable energy costs as major reasons for wanting to leave California for other more affordable business climates like Nevada,” said Hunt. “They also mention California’s highly regulated business environment as troublesome.”

The Nevada Economic Development Partnership includes the Nevada Commission on Economic Development, Nevada Development Authority, Economic Development Authority of Western Nevada, Northern Nevada Development Authority and Sierra Pacific Power Company. The creative concepts and strategic planning are the work of KPS|3 Marketing. The partnership was formed in 2003 for the purpose of delivering a statewide, unified message about Nevada’s business-friendly climate.

**Editor’s Note: A press kit can be downloaded at [www.MissingBear.com](http://www.MissingBear.com) or [www.MissingCows.com](http://www.MissingCows.com). For more information about doing business in Nevada contact Jeanie Ashe, director of marketing for the Nevada Commission on Economic Development, at 800-336-1600 or [jashe@bizopp.state.nv.us](mailto:jashe@bizopp.state.nv.us).**

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