



San Diego Chapter
Serving the Environment in San Diego and Imperial Counties

March 1, 2012

Ms. Sherri Lightner
Sherri Lightner For City Council 2012
8340 Clairemont Mesas Blvd #107
San Diego, Ca 92111

Dear Ms. Lightner,

I am pleased to inform you that the Sierra Club has endorsed your candidacy for San Diego City Council, District 1 for the June 5, 2012 Primary and November 6, 2012 elections in appreciation of your demonstrated commitment to protecting the environment.

Our endorsement is subject to the following:

- a) It is understood that this endorsement is only applicable during the election period stated above.
- b) The endorsement itself may not be used or referenced in future political campaigns beyond this election without express written permission of the Sierra Club.

The Sierra Club endorsement means a lot to our members and to the general voting public. Our endorsement sends a message of your strong support for the environment and your proven track record in environmental issues.

We encourage you to include Sierra Club in lists of your endorsers. With this endorsement, your individual supporters are now authorized to include their Sierra Club titles for identification on your list of endorsers. **The Sierra Club is highly protective of its name and logo, however, so all other uses of the Sierra Club name or logo on campaign material must be approved in advance by your chapter contact.** Please refer to the enclosed attachment for further information and instructions to obtain a Sierra Club approved logo.

Our endorsement can also be used by your campaign in many ways:

- a) Mailing labels of Sierra Club members in your district/area are made available for use in your campaign within Club guidelines.
- b) Press events announcing the Sierra Club endorsement can be conducted in close coordination with our Chapter Political Chair and staff/Chapter Compliance Officer.
- c) Requests for volunteers to help in campaign activities can be coordinated through our Chapter Political Committee.

We look forward to working with you and your campaign.

Sincerely,

John W. Stump, Chair
JWS/RM/SC

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