



**\*\*\*NEWS FLASH\*\*\*NEWS FLASH\*\*\*NEWS FLASH\*\*\***

**TAX BEAR AD CAMPAIGN  
FINDS FREE PLACEMENT IN KEY LOCATIONS**

The momentum of the Nevada Development Authority's (NDA) latest campaign to recruit California businesses continues to grow. Driven by a series of political cartoon advertisements appearing in major daily newspapers and key business publications across California over the next five months, the cartoons feature the California grizzly, which represents high taxes as a burden on business and offers Las Vegas as the business-friendly alternative.

The ads aren't just hitting their paid placement, however. Appearing on the big screen in Times Square in New York City and splashed across the front page of the *Las Vegas Review-Journal's* business section, the ad campaign has now appeared in the "Cal-Taxletter," a widely distributed and highly respected weekly newsletter published by the California Taxpayers' Association (CTA). In existence since 1926, the CTA's mission is to protect taxpayers from unnecessary taxes and to promote efficient, quality government services.