

MEDIA RELEASE

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CALIFORNIA SMALL BUSINESS ASSOCIATION ENTHUSIASTICALLY ENDORSES TORIE OSBORN

*Small Businesses Support Osborn's Call for Commonsense
Reform in Sacramento*

SANTA MONICA, CA— With less than a week to go until the most anticipated Assembly Primary in California, Torie Osborn, a nationally recognized leader of non-profits and government reform efforts, received a major boost today in her bid to represent the new 50th Assembly district. The California Small Business Association, representing 203,000 small business owners, gave Osborn their enthusiastic support today, citing her message of collaboration and strong support for small business.

“Torie Osborn is a small businesswoman who understands what it takes to balance a budget, meet a payroll, and who can easily grasp the practical effects that laws passed in Sacramento will have on Main Street,” said Betty Jo Toccoli, President of the CSBA. “Torie knows small business is the engine of California’s economy and has been underserved by state government. We look forward to working closely with her in developing common-sense solutions to get Sacramento working for Californians again.”

TORIE OSBORN

FOR STATE ASSEMBLY 2012

“There is this caricature out there that if you’re a progressive it means you’re anti-business,” said Osborn. “I have run a small business, and I recognize what most small-business owners know: a well-run, effective, and efficient public sector and a vibrant private sector are complimentary, not competing goals. Small businesses owners I’ve talked to throughout the 50th district are concerned by the priority in Sacramento on helping big corporations. They want a champion who ‘gets it’ that they are struggling with health costs, that they want to see job growth, economic stability, and an educated workforce. The vast majority of new jobs in California are created by small businesses, and I’m glad to have their confidence in my campaign, moving forward.”

Osborn’s campaign has been gathering steam as of late, fueled by the recent announcement that her campaign has received nearly 2,500 small donations, compared to just 123 received by her opponent.

For more information about the Torie Osborn for Assembly campaign, click here: <http://torieosborn.com/>

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Osborn is acclaimed for her pioneering leadership as an executive at several nonprofit organizations, including the Liberty Hill Foundation and the Los Angeles Gay & Lesbian Center – both of which are located in the new 50th Assembly District – as well as United Way of Greater LA. Osborn also served as a senior policy advisor on homelessness, poverty and economic development to Los Angeles Mayor Antonio Villaraigosa. She is currently a director for California Calls, a network of 25 organizations throughout the state committed to commonsense governance reform.