



A Regional Initiative to Create Jobs and Economic Growth through a New Entertainment and Sports Complex

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PURPLE SWAT TEAM TO SUPPORT 'THINK BIG'

Brian Brokaw Consulting and The Ginsberg McLearn Group to join the Think BIG team

SACRAMENTO, CA – Today Chris Lehane, Executive Director of Think BIG Sacramento, announced that Brian Brokaw, Aaron McLearn, and Josh Ginsberg will be joining Think BIG as strategic advisors.

"Sacramento is a big city with small town values. Consistent with these values, the mosaic that is Sacramento have come together to put the economic interest of the city first. What has been especially edifying in this process is that at virtually every meeting we have had begins with people asking not what is in it for them, but what they can do to help Sacramento," said Lehane. "The fact that you have such prominent Democratic and Republican political consultants coming together to form a Purple SWAT team as we head into the fourth quarter of this effort will be a huge boost to move the arena forward and generate 4000+ jobs, 150+ million in annual economic activity and \$7 billion in economic development. Brian, Aaron and Josh all live in Sacramento and understand this is defining moment for the city - we can either move forward or go backward. And these three are all committed to moving Sacramento forward."

Brian Brokaw brings expertise in campaign management, strategic communications and public affairs. Since founding Brian Brokaw Consulting in 2010, Brokaw has served as a communications and political advisor to prominent elected officials, labor and business coalitions, technology leaders, renewable energy advocates, and non-profit organizations. Brokaw served as campaign manager for Kamala Harris's successful candidacy for California Attorney General, one of the closest campaigns in California history in which Harris became the first female and first minority ever elected to the office. He has also served as communications advisor for the California Democratic Party, Phil Angelides for Governor, and numerous candidate and issue campaigns at the local, statewide and national level. Brokaw is a Sacramento native, a graduate of U.C. Berkeley, and resides in Sacramento with his wife and daughter. Aaron McLearn served as Governor Arnold Schwarzenegger's Press Secretary from 2007 - 2011 and previously was a press secretary with the Republican National Committee and the Bush-Cheney '04 campaign. He previously held various positions with former Ohio Governor Bob Taft and former Ohio House Speaker Jo Ann Davidson. McLearn is co-founder of the Ginsberg McLearn Group which recently ran a successful tech industry-backed campaign supporting San Francisco Mayor Ed Lee. McLearn is a graduate of The Ohio State University and lives in Sacramento with his wife, Amelia.

Josh Ginsberg has managed campaigns for both initiatives and candidates in California and throughout the country. In 2010 he was campaign manager for Chris Dudley's gubernatorial race in Oregon. Josh served as Governor's Schwarzenegger's Political Director from 2008-2010 where he ran several successful statewide initiative campaigns and was previously National Field Director for Mitt Romney's 2008 Presidential campaign. Ginsberg also served as Deputy Political Director for Governor Schwarzenegger's 2006 reelection campaign, worked in the Strategy Department at the Republican National Committee, and served on both the 2000 and 2004 presidential campaigns for President George W. Bush. Ginsberg is the co-founder of the Ginsberg McLearn Group. He is a graduate of Vanderbilt University and lives in Sacramento with his wife, Joahn.

Think BIG is a regional initiative launched by Sacramento Mayor Kevin Johnson to facilitate construction of a new entertainment and sports complex ("ESC") that promotes job creation, economic growth, cultural development and civic pride across the greater Sacramento metropolitan area.

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