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**Non-Partisan “Common Sense Coalition” Promises To Be A Centrist Force
In Madison And Dane County Government Affairs**

*New public policy group officially kicks-off membership drive and
fundraising effort*

(MADISON)—The Common Sense Coalition literally took center stage this morning as it unveiled its unprecedented membership representing more than four-thousand individuals, labor unionists, business owners and non-profits.

“This has been an amazing journey and it has only just begun,” said Peter Munoz, acting chairman of the coalition and executive director of Centro Hispano. “Everybody who is part of this coalition so far agrees that change in government affairs has to happen. We also believe that the majority of people want their government to be guided by common sense principles—provide jobs that allow us to raise our families, streets that are clean and safe, parks that are maintained and an environment that allows businesses to thrive.”

The new, non-partisan public policy group officially began its membership and fundraising drive this morning at Madison’s Overture Center for the Arts where some of the more than 30 individuals who took the Rotunda Stage spoke about why they are involved.

“It’s no accident that Madison is one of the best places to live in the country,” said Scott Favour, interim coalition board member and president of the Madison Professional Police Officers Association. “The professional men and women who patrol our streets and protect our homes from fire care deeply about the direction of this city and our involvement is going to grow.”

The coalition boasts a membership consisting of individuals from more than 60 small businesses, 17 labor unions, developers and non-profit organizations. Its mission statement is:

“The Common Sense Coalition strives to create an environment in Madison and Dane County that is conducive to expanding the scope of political discourse that will lead to a more responsive, non-partisan government.”

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2-2-2-2 Common Sense Coalition agrees on change

“We have some very real challenges ahead in this city and I believe this coalition has the potential to make some changes and just a little history,” said Ray Allen, a former Madison School Board member and long-time city resident. “Everybody sitting at the coalition table is learning the art of compromise.”

The Common Sense Coalition is organized as a 501 c (4) and will have an 11-member Executive Committee with seats reserved for labor, business, non-profits and individuals (“at large”). Munoz said it is too early to outline specific issues that the coalition will focus on. “We want to be sure that the door remains open for new members and fresh ideas,” said Munoz.

The officially stated “goals and principles” of the group are:

- Sustainable Economic Development
- Open and Responsive Government
- Enhanced Public Safety
- Quality Education
- Responsible Land Use And Development
- “Customer-Friendly” Government

This summer the coalition will continue to build its membership, raise money, solidify its governing structure and identify issues important to Madison and Dane County residents.

Any additional information about the coalition, press materials or video clips from today’s press conference can be found on the soon to be active www.commonsemadison.com