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MEDIA CONTACT: Mike Flynn
(202) 427-2127
flynn1776@gmail.com

# "Really Powerful" TV Spot "Going Viral" in Arkansas

*60-Second Version Has Been Airing This Week, 2-Minute Version Set for Sunday*

**WASHINGTON, DC** – The "Gang of Five – Pryor" TV ad that conservative Super PAC Conservative War Chest (CWC) began airing Tuesday in the Little Rock and Fort Smith media markets is receiving rave reviews in state as the ad transitions from the 60-second version that aired this week to a rare and "unorthodox" 2-minute version (https://www.youtube.com/watch?v=5gn4KdFwuMQ), inspired by long-format Super Bowl commercials, that will blanket Sunday morning TV in these two Arkansas markets.

Doc Washburn, drive-time radio host for KARN 102.9 FM / 920AM in Little Rock, interviewed Conservative War Chest spokesman Mike Flynn Thursday, and called it a "really powerful" TV spot that is "going absolutely viral" across Arkansas.

Flynn said the ad would air during ABC's "This Week" and Fox's "Fox News Sunday" as well the "Talk Business and Politics with Roby Brock" show. Flynn added that the current 60-second version would also air on "This Week" as well as CBS' "Face the Nation" and NBC's "Meet the Press."

While the unorthodox nature of the ad drew attention from Washington-based media earlier this week, with articles appearing in The Daily Caller, Newsmax, National Review Online and on Real Clear Politics, Flynn noted that the inspiration for the ad came from the Paul Harvey Super Bowl ad.

"Pryor has been writing checks all over Arkansas he can't cash claiming to be a moderate and problem solver," Flynn said. "The longer format gives us the opportunity to better educate the public about Pryor's allegiance to extreme liberals in Washington and the media."

In The Daily Caller, Alex Pappas noted, "The Arkansas race has heated up with Pryor taking heat for his attack ads," but Flynn notes that our ad gives voters a narrative for this kind of smearing, and a context, and then CWC boomerangs it back at Pryor.

The team behind CWC is the same that won plaudits last year from national radio show host Rush Limbaugh and *Wall Street Journal* columnist Kim Strassel for "cracking the Democratic code" in key political races. Flynn urged voters to go the CWC website (http://www.ConservativeWarChest.com), where the organization also has a video on past efforts and a power point presentation on the strategy for this year.

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