

For Immediate Release
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CAMPAIGN:LEAF CREATED TO SUPPORT UNDERSERVED CANDIDATES IN RURAL AND OUTSTATE WISCONSIN

Campaign:Leaf is a new campaign consultancy created to provide communication services and counsel to candidates in rural and outstate Wisconsin. The company officially launches April 2 – statewide Election Day.

Unique to this new company is its geographic focus on candidates from rural and outstate Wisconsin, areas underserved and in need of “locally aware” advice and a source for managing local media and delivering communication tools appropriate for the local electorate.

“Having served as communications counsel for both a gubernatorial and congressional campaign in 2018, as well as for smaller local campaigns, we recognized that the out-of-area consultants had inaccurate views of the electorate and what a candidate needs to win,” said Greg Leaf, founder of Campaign:Leaf.

Leaf added: “Our intent is to listen to the candidate, explore the issues of most importance to the local voters, and amplify the candidate’s personal strengths, experiences and passions. In other words, we won’t try to shape a candidate into somebody he or she is not, just to seek a campaign victory.”

Another different feature of Campaign:Leaf is an *a la carte* approach to providing services – from complete campaign support to creation of a website, logo, launch video or printed materials.

“We want to serve the modest communication needs of a local county or school board candidate, as well as the more robust requirements of those seeking a regional or statewide office,” Leaf said. “We provide a menu of services and let the candidate decide how to engage us according to need and budget.”

Leaf is a native of Douglas County, a graduate of UW-Eau Claire, and a long-time resident of Hudson. His public relations and advertising experience includes major and local marketing communications agencies throughout the Midwest.

Find more information at CampaignLeaf.com

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