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NJLCV Victory Fund Launches \$130K Campaign to Support Phil Murphy in Primary

TRENTON – The New Jersey League of Conservation Voters Victory Fund today announced plans to spend \$130,000 between now and June 6 to help candidate Phil Murphy win the Democratic Gubernatorial Primary.

The money will be spent on digital ads and a targeted mail campaign highlighting Phil Murphy's bold plans to: make sure our drinking water is clean and safe for New Jersey families; strengthen the economy by creating green jobs in New Jersey's expanding solar, wind and clean energy industries; and hold corporate polluters accountable, and make them clean up the messes they have made. The three mail pieces can be seen [here](#).

The campaign is the first-ever in a New Jersey governor's race for the Conservation Voters Super PAC, which started in 2013.

"The NJLCV Victory Fund believes it's important make our biggest investment ever because of Phil Murphy's commitment to 100% clean energy by 2050 and his unique ability to restore New Jersey to a position of environmental leadership at the national level," said Drew Tompkins, of the Victory Fund. "With the continued assaults on the environment coming out of Washington, it's critical that New Jersey elects a leader who will protect our state's water, open spaces, and air from the disastrous policies of the Trump Administration while also developing clean energy solutions that will make us a model for the rest of the country."

NJLCV was the first statewide environmental organization to endorse Murphy, in February, citing his commitment to environmental protection, leadership skills, and vision for making the state a national and international leader in combating climate change. Climate advocate and Nobel Prize winner Al Gore endorsed Murphy last week, citing many of the same attributes.

A recent polling memo prepared by the Mellman Group on behalf of the NJLCV Victory Fund found strong support for Murphy and his agenda. The poll found Murphy holding a 30-point lead, in part because his 100% clean energy plan had support among 86% of likely Democratic Primary voters. Significantly, half the Democratic Primary electorate self-identifies as 'environmentalists.' View the polling memo [here](#).

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Paid for by NJLCV Victory Fund, PO Box 1237, Trenton, NJ 08607-1237. This expenditure was not made with the cooperation or prior consent of, or in consultation with, or at the request or suggestion of, any candidate, or any person or committee acting on behalf of any candidate.