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Red to Blue California Names New Executive Director

Long-time California Strategist, Vince Rocha, Joins Progressive Organization

SAN JOSE, CA – Today, Tuesday, February 6th, **Red to Blue California**, a progressive organization working to flip Republican-held seats to Democratic control in seven key congressional districts across the Golden State, is announcing the appointment of its new Executive Director.

Vince Rocha, a progressive campaign strategist, brings more than twelve years in politics to the job. Rocha's experience working with a number of members of California's delegation gives him unique insight into what it takes to build grassroots movements and win.

"I am excited to welcome Vince to our team. He brings the political insight needed to continue growing Red to Blue California, which has quickly become an effective grassroots organization of more than 300,000 supporters. The work Red to Blue California is doing, leading up to the November elections, will ensure all seven seats flip from red to blue," **said Red to Blue California Chairman Former Congressman Mike Honda.**

Prior to joining Red to Blue California, Rocha was working on policy and political engagement that addressed the issue of creating housing, for all incomes, to ease California's housing crisis. Additionally, Rocha served as Congressman Honda's deputy communications director and played a key role on Congressman Jerry McNerney's 2010 campaign which beat back the GOP wave to win reelection.

To learn more about Red to Blue California, visit www.redtoblueca.org.

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