



CLOSE THE GAP
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PRESS RELEASE

April 12, 2019

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CTGCA Launches Bold New Look as Campaign Grows in Influence

PALO ALTO, CA — Three election cycles into its campaign to reach 50% women in the State Legislature, **Close the Gap California (CTGCA) has recruited and guided one quarter of the women members currently serving.**

With a goal of adding to that number dramatically over coming election cycles, **the campaign this week launched a major rebranding to reflect its growing momentum, increase visibility and drive resources to progressive women and their allies.** Overseen by [Cache Interactive](#), a women-run agency based in San Diego, key elements of the rebranding include a new logo, color scheme and website which can still be found at closethegapca.org.

Women currently make up 30% of the Legislature, at 36 out of 120 total members. **Close the Gap California's recruiting strategy played an instrumental role in reaching the 30% threshold in 2018**, just a year after the number of women members hit a 20-year low at 21%.

CTGCA recruits accomplished women in targeted districts statewide and prepares them to launch competitive campaigns. "Our recruits-- all progressive and over 75% women of color to date-- are pro-choice, pro-public school funding and committed to building pathways out of poverty," said Executive Director Susannah Delano.

"Our challenge today is to expand and guide the pool of progressive women leaders who can win in 2020 and 2022, while scaling our campaign up in preparation to make big gains in 2024 and beyond," said Delano.

With recruiting for the 2020 cycle near complete, **the campaign has begun to deploy its successful recruiting strategy in the 90%+ of districts throughout California that will become open or winnable for a progressive woman between 2024 and 2028.** Already in 2019, CTGCA has added additional recruiters, search parties and pipeline cultivation events centered around these seats.