

## This race isn't in the bag. It's in your hands (and shoes)

Terra Lawson-Remer <team@terralawsonremer.ccsend.com>  
Reply-To: team@terralawsonremer.com

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Dear [REDACTED]

We've been here before—**a strong Democrat, strong values, and just enough establishment complacency to lose it all.**

I've heard people say, "Paloma's got this locked down." But I need to tell you the truth: *she doesn't* - **unless we all step up right now.**

In the March primary, John McCann finished first with a full 10-point lead over Paloma. And the general election fundamentals? They look brutal:

- Outside groups **poured over \$1 million** into this race to boost McCann and attack Paloma.
- Meanwhile, they spent *only \$31,812 attacking McCann's MAGA record.*
- If Democratic voters who supported other candidates in March don't turn out this July, we lose. (*And who votes in July?*)

**If we lose this seat, Republicans flip the County Board** and take control of decisions on climate, healthcare, renter protections, public safety, and affordable housing.

**But we can win** —and when we do, we don't just defend what we've built, we keep delivering for our communities.

CHIP IN TO HELP ELECT PALOMA

SIGN UP TO VOLUNTEER

**Here's how we turn this around: We won't match their millions. But we don't have to.**

What we *can* do is knock on every door, call every voter, and make sure people who normally don't vote in July know exactly what's at stake. Every donation goes straight into field—walk lists, scripts, texting tools, staff to train and mobilize volunteers. Every volunteer shift helps us connect with the voters we need to win this runoff.

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This isn't a campaign that wins with flashy mailers or TV ads. It's going to be close, and it's going to come down to Dem turnout.

Paloma Aguirre is ready to lead. As Mayor of Imperial Beach, she has been a tireless fighter—and she's ready to bring that leadership countywide. **But she can't do it alone.**

We are days away from deciding whether San Diego moves forward—or slides backward. Let's not look back and say we could've done more.

In solidarity,

Terra

P.S. Even just one hour of your time—or one donation—can help win this race. Volunteer or [chip in](#) today to help us turn out the voters we need.



Terra Lawson-Remer for Board of Supervisors 2024 ID#1441978 | 5445 Madison St | Sacramento, CA  
95841 US

