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## FOR IMMEDIATE RELEASE

### MEDIA CONTACTS:

Kenneth Moore for Yes on G  
(760) 468-0394  
[kmoore@swspr.com](mailto:kmoore@swspr.com)

Laura Fink for No on E  
(619) 273-3465  
[media@noonsoccercity.com](mailto:media@noonsoccercity.com)

### **Mission Valley Planning Group Votes Unanimously to Support Measure G**

*Local residents say SDSU West is best choice for their community and future of San Diego*

SAN DIEGO (October 4, 2018) – The Mission Valley Planning Group (MVPG) voted yesterday to unanimously endorse Measure G, the SDSU West initiative, and oppose Measure E, the SoccerCity initiative, in a 15-1 vote.

“We are proud and honored to receive the official seal of endorsement from the Mission Valley Planning Group,” said Yes on Measure G spokesperson Katy Temple. “The Mission Valley Planning Group’s support shows that Measure G, the SDSU West initiative, is the best fit for the Mission Valley community and for our region as a whole. Measure G is the only initiative that requires an open and transparent planning process that allows the community to provide input. SDSU West also ensures a landlocked San Diego State University can grow and expand to boost our economy.”

In endorsing Measure G, MVPG noted the initiative’s superior benefits and protections for the City and taxpayers. Measure E, the SoccerCity initiative, fails to provide environmental protections and eliminates opportunities for public input, reasons cited by the group in opposing the initiative.

“The Mission Valley Planning Group today made official what we already knew – that Measure E is a dangerous proposition for Mission Valley and our region,” said No on Measure E campaign spokesperson Laura Fink. “As the group that knows Mission Valley best, the Mission Valley Planning Group’s opposition sends the message loud and clear to the hedge fund speculators that Measure E is a lose-lose proposition for the City and taxpayers.”

Measure G is consistent with the Community Plan for Mission Valley, a critical protection to safeguard the existing Mission Valley community. The initiative requires any plan developed by San Diego State University to comply with strict environmental review under the California Environmental Quality Act (CEQA), which includes multiple opportunities for public input.

“Today’s endorsement by the Mission Valley Planning Group is the latest in a long line of groups, leaders and citizens throughout the city who recognize that Measure G is the right fit for San Diego,” said San Diego City Council President Pro Tem Barbara Bry. “Measure G is the

only initiative that unlocks the potential of San Diego State University and creates the opportunity to educate more students across our region.”

MVPG’s endorsement was made after a thorough review process, which included subcommittee meetings to study both stadium site proposals in detail. The decision comes after months of intensive review by the full MVPG, including presentations and meetings with leadership from both proposals, and subcommittee analysis.

The endorsement from MVPG is the latest in a strong line of endorsements from San Diego’s organizations, elected officials and community leaders. Recent bipartisan endorsements include the Lincoln Club of San Diego County, San Diego Democratic Party, the Sierra Club of San Diego and the San Diego Regional Chamber of Commerce, among many others.

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**About Friends of SDSU**

Friends of SDSU is a group of alumni, community and business leaders working collectively to enable SDSU to grow, prosper and continue to meet the higher education needs of our region. For more information on Friends of SDSU, please visit [sdsuwest.org](http://sdsuwest.org).

**About No on SoccerCity**

No on SoccerCity is a bipartisan coalition of San Diego taxpayers, community planners, local businesses and community advocates who believe that public land should provide a public benefit, not just an obscene profit to a group of rich investors. For more information, please visit [NoOnSoccerCity.com](http://NoOnSoccerCity.com).

Paid for by Friends of SDSU, Yes on Measure G, a coalition of SDSU alumni, business and community leaders. Committee major funding from  
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Paid for by Public Land, Public Benefit, No on Measure E, a coalition of San Diego taxpayers, community planners, local business, and education, park and environmental advocates, opposed to SoccerCity. Supported by Mission Valley property owners. Committee major funding from  
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