

# *Friends of Steve Arnold*

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For immediate release

## Steve Arnold, candidate for mayor, announces “**The Fitchburg Idea**” and key endorsements

**March 2, 2015 (Fitchburg, WI)** -- Steve Arnold, candidate for mayor of Fitchburg, today publicly unveils the unified theme for his campaign and future terms as mayor: **The Fitchburg Idea**. Today Steve also announces the endorsements and support of Dane County Executive Joe Parisi and former Dane County Executive Kathleen Falk.

In a prepared statement, Steve explained **The Fitchburg Idea** this way:

“**The Fitchburg Idea** is a vision for all residents of Fitchburg, Wisconsin. That vision is for an effective and responsible local government that protects and empowers the entire community. **The Fitchburg Idea** values people and community over politics.

“**The Fitchburg Idea** can be summarized in ten words:

“Local government has a responsibility to provide opportunity for **everyone**.

“Beyond our common needs for income, housing, education, health care, and justice, ‘opportunity’ includes what is necessary to pursue a happy life in our community:

- Open government  
where all ideas are respected and welcome, and the best emerge from civil discussion
- Health and public safety  
where our infrastructure promotes good health and emergency services are close at hand
- Protection for land and water  
where the sources of life are protected for all of us, and natural beauty is nearby for all of us to enjoy
- Transportation freedom  
where all have the opportunity to enjoy life and access city services in Fitchburg, whether they walk, use a wheelchair, ride bikes, drive cars, or take transit
- Responsible planning at every scale  
where new development provides benefit to the entire community, as it is the community that provides the services and infrastructure at the foundation of new development”

Initial reaction to **The Fitchburg Idea** has been strong and positive. Dane County Executive Joe Parisi, who recently announced his own program of changes to reduce

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racial disparities caused by poverty, said "I'm supporting Steve Arnold for mayor because of his deep commitment to Fitchburg and his ability to bring people together to get things done." Steve has publicly supported the County Executive's proposals.

Former County Executive Kathleen Falk said, "I have known Steve for many years and have seen first-hand how hard he works to make Fitchburg a better place for everyone. His leadership as mayor will make a real difference."

Steve notes that it was ten years ago, at the 2005 City-County Martin Luther King Jr. Observance, that he first met Kathleen Falk. At that event, he heard a moving keynote speech by Rev. Walter Fauntroy that etched the components of "the abundant life" indelibly into his goals for everyone, and that have become the foundation of **The Fitchburg Idea**: "income, housing, education, health care, and justice". These, and the components of "opportunity", will frame his campaign and his future work as mayor of Fitchburg.

Steve is very grateful for the support of the current and former County Executives and all the elected officials, organizations, and ordinary citizens who have endorsed his campaign for mayor and supported him in so many other ways. (See <http://Arnold.US> for a list.) He promised that, under his administration, Fitchburg's local government will "empower and protect everyone in the city. As mayor, I will maintain my level of effort to work for the goals that I share with so many Fitchburg residents: equity, sustainability, and a high quality of life."

#### About Steve Arnold

Steve Arnold was first elected to the Fitchburg Common Council in 2005, and has won five contested elections to represent the residents of District 4. He's lived in Dane County for 31 years and Fitchburg for 20 years. He serves on the city's Transportation and Transit Commission and Resource Conservation Commission. He lives in Byrnewood with Nancy, his wife of 43 years.

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