

Reagan Bush Committee

901 South Highland Street, Arlington, Virginia 22204 (703) 646-3100

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NEWS RELEASE

CONTACT: Lyn Nofziger
or
Joe Holmes
703/685-3630

ELIZABETH DOLE TO HEAD GRASSROOTS EFFORT

WASHINGTON -- Former Federal Trade Commissioner Elizabeth Hanford Dole, wife of Senator Bob Dole of Kansas, was named today as Chairman of the Voters for Reagan-Bush Council. The appointment was announced by William J. Casey, National Director of the Reagan-Bush campaign.

Dole's council will have an overview of the Voters for Reagan-Bush division of the campaign, a division designed to turn-out-the-vote in the broad range of voter constituencies. As chairman, she will also travel the country to speak out on the Reagan-Bush policies.

"A key to the success of our campaign will be reaching to all sectors of our population, bringing in voters who in the past have not been traditional Republicans," Casey said.

"The Voters operation will organize and be responsive to these targeted, voter groups. Elizabeth brings tremendous experience and understanding to this effort, and we are extremely pleased to have her with us," Casey said.

Accepting what Casey called a "major role", Dole said, "Governor Reagan must be elected President if we are again to have the economic security and international respect necessary to ensure the quality of life all Americans see slipping away. The Voters effort has the potential to be the cutting edge for the campaign and could make the crucial difference in a close election."

Members of the Voters Council will be announced soon, Dole said, describing them as "nationally recognized leaders in their areas." The council members will join me in articulating the Reagan-Bush vision for our country and we will reflect the ideas and perspectives of these diverse, grassroots constituencies.

Organizational blocks within Voters will include blacks, Hispanics, Jewish voters, nationalities, overseas Americans, business, labor, professions, trade associations, veterans, youth, agriculture, senior citizens, sports enthusiasts and others.

A Harvard lawyer, former Federal Trade Commissioner, former Deputy Assistant to the President for Consumer Affairs and currently a boardmember for the National Council on Aging, Elizabeth Dole was named one of American's "200 Faces for the Future" by Time Magazine in 1974. She is a member of the Duke University Board of Trustees, the Duke Business School Board of Visitors and the Harvard Law School Association Council.