

“OUR TIME”: NEW VIDEO FROM KEVIN DE LEÓN

Sample Social Content

- **Twitter:**
 - **[.@kdeleon](#) just released a new video and it’s a doozy. WATCH: LINK**
 - **[.@kdeleon](#) just released a brave video exploring how his life would’ve been different had Trump been president when he was a child. WATCH: LINK**
 - **We are moved by this new video from Senate candidate [@kdeleon](#) showing how hard his mother worked to provide him an opportunity for the American Dream. WATCH: LINK**
 - **WATCH the new viral video from the [@kdeleon](#) campaign – powerful stuff. LINK**
- **Facebook:**
 - **Watch the new Kevin de León video showing how his mother came to America, and cleaned houses in the rich neighborhoods of San Diego all to provide Kevin with an opportunity for the American Dream. His story might have ended very differently had Donald Trump been president. LINK**
 - **This video is guaranteed to get your feelings up. Watch the new video from Kevin de León and see how his life could have turned out very differently. LINK**

Talking Points

- Kevin de León’s story is the one Californians need to hear right now. The status quo in Washington, D.C. triangulates and equivocates on the sidelines – but de León fights on behalf of all Californians.
- In these times, we need a US Senator who governs from the grassroots, not a Georgetown mansion; someone who breathes our air, drinks our water, and understands our issues. We need a senator who puts voters before donors, and is aware of what’s at stake because we’re all in this together.
- Kevin is a product of the American – and California – Dream, rising from the basement room he shared with his mother to run for the U.S. Senate.
- President Trump is working overtime to tear that dream apart, because he knows that we will fight tooth and nail to lift the condition of every hardworking Californian and keep the California dream alive.

- Kevin isn't new to that fight. He's fought it for years, as an educator, an activist, and the leader of the California Senate. He knows what it takes to turn "these times" into "our time."