

Press Release

From the Office of
Supervisor Neil Derry
County of San Bernardino, Third District
www.sbcounty.gov/derry



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For more information, contact
Steve Hauer, Deputy Chief of Staff
(909) 387-4855

Channeling Sinatra, Supervisor Launches YouTube Effort to Reach Out to Constituents

Supervisor Derry does it his way at annual Joshua Tree Chamber fundraiser

SAN BERNARDINO, CA – Channeling Frank Sinatra and capitalizing on viral marketing via the Internet, Supervisor Neil Derry has uploaded his first video clip to YouTube. The YouTube spot represents Supervisor Derry’s first foray into viral marketing and social networking since he took office and is being used as a fun way to introduce and launch his campaign to reach out to his constituents in new and exciting ways.

“We are looking at becoming more interactive and connected with my constituents and think that the opportunities are limitless,” Supervisor Derry stated.

Supervisor Derry brought down the house last Saturday night when he performed on stage and sang various Frank Sinatra hits at the Joshua Tree Retreat Center. The audience dined and danced the night away at the annual Joshua Tree Chamber of Commerce fundraiser dinner.

While he has no plans to quit his day job, Supervisor Derry enjoyed the opportunity to show a different side of himself while assisting a worthy organization with their fundraiser.

“Too often elected officials are seen as being disconnected, wound too tight or taking themselves too seriously,” Supervisor Derry said. **“It was a fantastic evening.”**

Proceeds from the event will assist the Chamber in its downtown beautification efforts.

If you would like to view the video clip on YouTube, please visit YouTube.com and search for “Neil Derry” or click the following link: <http://www.youtube.com/watch?v=gxmdS12n6l0>