



MORRISSEY OFFICIALLY ANNOUNCES RUN FOR ROCKFORD MAYOR AS INDEPENDENT CANDIDATE

Leadership and Action Pledged Under Morrissey Administration

Rockford, IL (September 28, 2004) – Larry Morrissey officially announced that he will run for Rockford Mayor as an independent candidate during a campaign kick-off party Tuesday night at LaMere’s Restaurant in the Greater Rockford Airport.

Sharing his vision for the future, Morrissey pledged that his administration would provide true and focused leadership, a skill set missing from the current administration, and actual implementation of plans.

“If the last campaign was about *what* this community should set as goals, this campaign – and my administration – will be about actually achieving them,” Morrissey said. “We as residents and businesses deserve more than talk; we must expect more than talk. We need action.

“The path is very clear: we will set out an investment plan so that all of Rockford can flourish; and we will provide benchmarks to measure our progress every step of the way,” he said.

In his speech, Morrissey focused on some of the major challenges facing Rockford today, including transportation, communities/neighborhoods, and schools.

Transportation

Morrissey said the City cannot and should not be dictated to by outside agencies or governmental bodies on how to develop a transportation strategy for our community.

“The Mayor of Rockford must provide the leadership that will pull together regional, state and national agencies and elected officials behind the *Rockford* agenda,” he said. “We must invest in a passenger rail strategy that does not wait 15 or 20 years for Metra to come to us and a plan that fails to connect our airport.”

Communities/Neighborhoods

Morrissey stated that Rockford neighborhoods are critical to the overall economic success of the City. They must be well-planned, connected, clean, safe and beautiful.

“This means we must have changes in land use, zoning and road building that match these goals, and that’s leadership, direction and action that *must* come from the Mayor’s office,” said Morrissey. “And we must also aggressively address the issues of crime, public housing, race relations and transportation that impact safety and neighborhood development.”

Morrissey continued that his administration would provide additional focus on the minority neighborhoods too often overlooked and under-appreciated. “The net effect has been decay, with an unfair impact on our minority communities, and a declining tax base in the older parts of Rockford.”

For the downtown community, Morrissey said the focus should be on making it a ‘lifestyle destination’ and not just a government and entertainment forum. “We must start with basic infrastructure improvements that the current administration has ignored.”

Morrissey stated that he would continue to support and enhance Rockford’s East side, and that “it is simply not smart to look to the East side to shoulder a disproportionate share of the tax base for the entire City.”

Schools

There is nothing more vital to Rockford than a thriving school system including great public schools, as well as vocational and college opportunities. Under Morrissey’s administration, resources and efforts would focus on activities to directly assist and impact Rockford’s educational institutions.

In meetings with Dr. Dennis Thompson, Rockford School Superintendent, Morrissey said they both agree that the leadership of Rockford schools must be challenged to achieve more.

Morrissey stated that overcoming these initial challenges will bring additional jobs to our community and pride in our City. “We must not be afraid. We must be bold. We must make a City where our children will want to be. They will return here because they will have opportunity here,” he said.

Morrissey’s announcement speech will be provided on the Morrissey for Mayor web site (www.MorrisseyforMayor.com). Additionally, a video of Morrissey’s speech can be downloaded and viewed from this web site.

For more information on the Morrissey for Mayor campaign, including volunteer opportunities, please call the Morrissey campaign office at 815-965-MORC (6672).

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