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AARP, LEAGUE OF WOMEN VOTERS OF CALIFORNIA CONDEMN DECEPTIVE NEW RADIO ADVERTISING CAMPAIGN BEING BANKROLLED BY LANDLORDS FUNDING PROP. 98

Groups Issue "Fraud Alert" to Warn Voters of Landlords' Deceptive Scheme

Pasadena, CA -- Opponents of Prop. 98 today issued a "Fraud Alert" to voters, warning them to beware of deceptive new Yes on 98 radio ads beginning today. Rallying at a news conference in Pasadena at the California State Headquarters of the AARP, representatives from AARP, League of Women Voters of California, senior and tenant organizations blasted new Yes on Prop. 98 radio ads as a deceptive campaign being funded by apartment and mobile home park landlords who are trying to trick voters into supporting Prop. 98.

The radio ads began airing in most markets statewide Tuesday. The ads attempt to draw on voters' concerns about eminent domain. However, the ads intentionally exclude any mention of the real reason landlords have contributed 80% of the funding for this campaign: to eliminate rent control and renter protections.

Statewide, there are 14 million renters in California, and in Los Angeles the National Multi-Housing Council estimates that about 60% are renters. All will be impacted by Prop. 98 because the measure jeopardizes renter protections like fair return of rental deposits and just cause evictions. On top of that, Prop. 98 eliminates rent control which will have a devastating impact on renters in cities like Los Angeles, Santa Monica and West Hollywood which currently have rent control laws on the books. There are approximately 630,000 rent controlled units in the City of Los Angeles, 27,000 units in Santa Monica and 16,500 in West Hollywood.

"These ads are deceptive and shameful," said Jeannine English, California State President of the AARP, the nation's leading organization representing seniors. "Landlords' contributions make up 80% of the Yes on 98 campaign budget. The real reason they are bankrolling these deceptive ads is because Prop. 98 abolishes rent control, affordable housing protections, and important environmental regulations. The landlords stand to make millions off of this scheme. We're asking voters to follow the money, and to vote No on 98 on June 3."

Hidden provisions in Proposition 98 would abolish rent control and renter protections, devastating millions of California seniors, veterans and others. The landlords also wrote loopholes in Prop. 98 that would gut environmental protections, which is why every leading environmental organization in California opposes Prop. 98.

"Our organization believes in transparency in government and making sure voters are well informed," said Chris Carson, Government Director of the League of Women Voters of California. "We want to alert voters - do not be fooled by these deceptive radio advertisements. This ad doesn't tell voters that Prop. 98 has hidden provisions that eliminate renter protections and rent control, undermine environmental protections and threaten other laws that protect homeowners and our communities. Voters be aware. The League of Women Voters of California urges voters to vote NO on 98."

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