

**Match Our Mountains Political Action Committee**  
**Announces Endorsements for Asheville City Council Race**

(Asheville, NC, September 28, 2005) – The political action committee Match Our Mountains announced today that it is endorsing Terry Bellamy for Mayor of Asheville, as well as three people for Asheville City Council seats: Robin Cape, incumbent Holly Jones and Keith Thomson for the October 11<sup>th</sup> Primary Election.

“This strong group of leaders brings solid experience in community service as well as fresh ideas that will strengthen the local economy and protect our environment – which are the goals of Match Our Mountains,” said spokesman Lewis Lankford, a West Asheville real estate developer. “We are at a critical juncture in our city. We must elect leaders who can work together, who value what makes Asheville so special, and who will preserve and promote our city’s unique qualities.”

Match Our Mountains is dedicated to uniting forward-thinking voters behind their endorsed ticket – to avoid the danger of splintering the vote among all the progressive candidates running.

Match Our Mountains is a broad-based citizen coalition dedicated to electing leaders who will strengthen our local economy and protect our environment. M.O.M. is led by a Business and Leadership Advisory Group (see list, below) and limits contributions to a maximum of \$100 per person with the goal of developing a broad base of support and minimizing the role of large individual donations in local politics. “Our special interest is the public interest,” said Lankford.

Match Our Mountains went through extensive research to select this winning team, sending written questionnaires to all the candidates, analyzing their responses and then conducting personal interviews with selected candidates. These interviews were attended by our Business and Leadership Advisory Group, who ranked the interviewees’ responses.

Match Our Mountains considered the following criteria when selecting candidates for endorsement:

- Qualifications for office (leadership ability and community involvement);
- Issue focus (compatibility with Match Our Mountains issue priorities); and
- Campaign organization.

“This is a time of real opportunity for our city,” Lankford said. “We have a strong pool of candidates and a real chance to win a majority on Asheville City Council. But we will only win if we unite and maximize our power at the polls!”

Match Our Mountains stated issue priorities are:

- Conserving our mountain resources
- Supporting a vibrant economy
- Expanding affordable housing, and
- Rebuilding public services

Anyone interested in learning more about these efforts or making a contribution may go to the web site [www.matchourmountains.org](http://www.matchourmountains.org).

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Match Our Mountains Business and Leadership Advisory Group members:

Clay Ballantine, Physician  
Sallie Broach, Manufacturer  
Steve Buie, Physician  
Ralph Burns, Merchant/Photographer  
Becky Cannon, Manufacturer  
Reid Chapman, Developer  
John Cram, Art Dealer  
Roger Derrough, Entrepreneur  
Joe Eckert, Restaurateur  
Hedy Fischer, Real Estate Investor  
Mary Godfrey, Attorney  
Tom Gholson, Contractor  
Chan & Miegan Gordon, Booksellers  
Laurey Masterton, Caterer  
David McConville, Multimedia  
Jim McMillan, Physician  
Carol Pennell, Realtor  
Mark Rosenstein, Restaurateur  
Krista Stearns, Bakery Owner