



ClearPath Action Super PAC Announces Endorsement and Support of Senators Portman and Ayotte

New Data Driven “Digital-First” Campaigns Will Defend and Promote Candidates’ Support of Conservative Clean Energy Policies

WASHINGTON, April 27, 2016 -- Conservative philanthropist Jay Faison today announced that his Super PAC, ClearPath Action Fund, is endorsing U.S. Senate candidates Rob Portman (R-OH) and Kelly Ayotte (R-NH) and will launch a seven-figure paid media campaign on their behalf.

“Senator Portman and Ayotte are being unfairly attacked by liberal groups seeking to tarnish their record. They are outstanding U.S. Senators worthy of re-election, and our efforts will be aimed at defending them, primarily as it relates to their support of conservative clean energy policies critical to the future of our nation and our economy,” said Faison.

Unlike traditional independent expenditure campaigns, ClearPath Action Fund is taking a different, innovative “digital-first” approach that will analytically prove what messages are and aren’t working with voters, based on rigorous experimental design. The campaigns will rely on a new ID model that identifies swing voters and micro-targets them with an integrated and precise multi-platform approach using digital, TV and social media.

“Not only do I intend to help re-elect Senators Portman and Ayotte, but we’re going to build a new model for winning in the Republican Party,” continued Faison. “I continue to believe that clean energy is an issue that Republicans can rally behind and will help our party move forward.”

Faison plans to share his group’s research with leaders within the Republican Party and is planning future endorsements of additional House and Senate campaigns that will be supported with significant paid voter contact, leveraging his group’s data. He founded the Super PAC to help elect Republicans to public office and advance a winning clean energy policy agenda for GOP lawmakers.

Faison's Super PAC is led by [Anthro's](#) CEO Matthew Eby who previously oversaw all digital, consumer, and brand marketing at The Weather Channel before starting the company. The campaign's pollster is Nathan Klein, founder of Olive Street Strategies. Klein served as the Polling and Analytics Director for the National Republican Senatorial Committee during the 2014 midterm cycle, which saw Republicans recapture the Senate Majority. Phil Musser, the former Republican Governor's Association Executive Director and Liesl Hickey, the former National Republican Congressional Committee Executive Director are serving as senior strategists for the Super PAC.

Faison is also the CEO and Founder of [ClearPath](#), a private non-profit foundation dedicated to promoting conservative clean energy policy solutions.

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