



Tyler Law Joins AKPD Message and Media in California

Campaign Veteran & California Native to Lead West Coast Operation as Principal

AKPD Message and Media today announced that political strategist Tyler Law has joined the firm as a principal. Law will lead the firm's West Coast operation, opening a new office in Oakland, California.

A veteran campaign strategist and former National Press Secretary at the Democratic Congressional Campaign Committee, Law will advise AKPD's clients on campaign strategy, message development, and paid media.

"Tyler is one of the most respected and effective campaign strategists in the country, and we're fortunate to add his expertise to our team," said AKPD partner Larry Grisolano, a leading expert on Golden State politics. "Tyler's deep experience in California and his proven success at the highest levels of Democratic politics are huge assets to our local, state, and federal clients."

"I'm very grateful for the opportunity to lead AKPD's West Coast operation, opening a new office in my hometown of Oakland, California," said Tyler Law. "AKPD has a long tradition of winning tough fights on behalf of progressive candidates and causes across the country, and it's a tradition I look forward to continuing."

Law served most recently at the Democratic Congressional Campaign Committee (DCCC) as the National Press Secretary and an original member of the team that won back the House for the first time since 2006 and flipped the most seats from red to blue since 1974.

Law successfully implemented the initial DCCC communications strategy for California and assisted in hiring the first permanent California based team, resulting in the complete Democratic takeover of Orange County and seven total seats flipped in the Golden State.

Previously, Law was a regional press secretary at the DCCC where he led communications strategy on House races in Arizona, Colorado, Iowa, Kansas, Nebraska, Nevada and Utah.

Law also served as communications director for California Congressman Ro Khanna and on the staff of Senator Tim Kaine's first senate race.

A California native, Law has a double major in economics and political science from Bucknell University and lives in Oakland, California.

AKPD Message and Media is one of the top progressive media firms in the country. AKPD's team of veteran campaign strategists has advised some of the country's most recognized leaders on every facet of modern campaigning. With a long history in California politics, AKPD's team is at the forefront of winning fights on behalf of progressive candidates and causes across the Golden State up and down the ballot.

###

For more information, contact:

Tyler Law

Principal, AKPD Message and Media

tlaw@akpdmedia.com

510-326-1273