



SHANNON ZIMMERMAN

STATE REPRESENTATIVE • 30th ASSEMBLY DISTRICT

FOR IMMEDIATE RELEASE
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Contact: Rep. Shannon Zimmerman
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Representative Zimmerman Releases Zimmerman Connect Your Voice. Your Vote. Our Great State

Madison, WI Rep. Shannon Zimmerman (R-River Falls) is pleased to announce “Zimmerman Connect” a new and innovative way to connect with Constituents and in doing so, it offers Constituents an ability to express their views and opinions on important matters of government.

“As a person that has spent a lifetime starting and growing businesses, raising kids and sometimes feeling that I could not make a difference in government, I want to change the way we connect with our elected officials. I want our relationship to be engaging and bold,” said Rep. Zimmerman. “Not only will I use this information as a personal resource to advocate for the needs of our district, but I will share the results with you on my legislative website.”

The concept was born from Zimmerman’s experience in private sector business. Similarly, businesses listen carefully to the ‘voice of customer’ to help direct or influence critical decisions. Zimmerman Connect applies the same concept, but to the government.

As topics arise, Rep. Zimmerman will produce a short video meant to introduce the topic and share some general information relating to it. Thought provoking points, not meant to take a position or side on the issue. After the video concludes, Constituents will take an online survey so they can weigh in and be heard on the matter. The video and survey are accessible from any Internet-connected device. Zimmerman noted, “this is a hugely valuable way for me to obtain the heartbeat of our great community.”

Community members will be notified in three ways when a Zimmerman Connect video and survey are launched. Notice will be promoted on Rep. Zimmerman’s legislative website; social media promotion and local newspapers will issue a public notice.

Zimmerman emphasized, “The idea is that consistent engagement with community members will give people confidence that government is not out of reach or out of touch, but they now have a dynamic way to get involved.”

You can visit: <http://legis.wisconsin.gov/assembly/30/zimmerman/> to find out more information.

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