



**FOR IMMEDIATE RELEASE**

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## **MEMO: HOW MAYOR-ELECT LURIE WON HIS HISTORIC CAMPAIGN FOR CHANGE**

**SAN FRANCISCO**—Today, San Francisco Mayor-elect Daniel Lurie’s campaign team released a final [memo](#) detailing how Daniel Lurie won a historic change campaign in a highly contested mayoral race.

*“No amount of strategy and tactics can replace the importance of an incredible candidate with a vision that matches the moment,” **said Tyler Law, General Consultant.** “Mayor-Elect Daniel Lurie was the secret sauce in this campaign and is why he won with such a large margin.”*

Click [here](#) for the full memo. To learn more about the Mayor-elect, visit [www.lurieforsf.org](http://www.lurieforsf.org).

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*Daniel Lurie is the Mayor-Elect of the City and County of San Francisco.*