



**FOR IMMEDIATE RELEASE**

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**A City of Opportunities  
Mayoral Candidate Mike Burke Announces Expanded Campaign Staff**

(KANSAS CITY, MO.) - The Burke for Mayor Campaign marked another milestone today with the announcement of additional campaign staff. Leading the team is Jason Parson as campaign manager. Mr. Parson is owner of Parson and Associates, a Kansas City-based political consulting firm specializing in government relations and public involvement. Parson has worked on a number of campaigns including partnering with O'Neill Communications and others on the campaign to renew Kansas City's Capital Improvement Sales Tax, Proposition A and Proposition C as well as a number of other state and local council campaigns. "I know that we have a winning team and an exceptional candidate. This team is energized and well positioned to deliver our message and win this race," said Jason Parson.

Parson replaces Pat O'Neill, of O'Neill Communications, as campaign manager who has decided to stay out of the 2010/2011 mayor's race to spend more time with his private clients and weekends with family. "Mike is a long time friend and a great candidate for mayor," O'Neill said. "Jason Parson is fully equipped to take over the reins of the campaign. I have full confidence he will conduct a winning effort."

As part of the shift in advisors, Burke has announced his campaign theme of "A City of Opportunities". "Kansas City is a great community to invest in a home, raise a family, start a career, and build a business," said Mike Burke. "We need to ensure that our residents, our neighbors and, in particular, our young people realize the great future that we have in Kansas City. That is my vision for the future of our city."

Also added to the campaign staff are Brendan Rhyne, Donna Mandelbaum and Katie Daily. Rhyne has worked on campaigns for Congressman Emanuel Cleaver, II and former Missouri Governor Bob Holden. Mandelbaum is owner of Libretto Communications, a full-service communications and public relations firm. Katie Daily has worked on campaigns for Senator Claire McCaskill and other state campaigns.

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The Burke for Mayor Campaign is about opening the doors of opportunity for all those that live, work and visit Kansas City, Missouri. Mike Burke will deliver professionalism and confidence in our city government and work together for the good of this wonderful city.