



**For Our Future  
& For Our Future**  
Action Fund

[www.forourfuturepac.org](http://www.forourfuturepac.org)

**FOR IMMEDIATE RELEASE**

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## **For Our Future Promotes Seasoned Political Strategist Ashley Walker to Campaigns Director**

**Washington, D.C.** - For Our Future and For Our Future Action Fund have tapped senior political and public affairs operative Ashley Walker to lead campaigns for the 2020 cycle.

**National Campaigns Director Ashley Walker** is a public affairs strategist, campaign veteran, and trusted political influencer in her home state of Florida. In her new role, Walker will oversee campaign operations and work with national stakeholders to execute winning issue and electoral campaigns in seven battleground states.

She most recently served as state director of [For Our Future Florida](#), the [largest progressive organization in the state](#) of Florida. For Our Future Florida spent more than \$30 million in the last two cycles contributing to key wins and massive voter turnout. Under her leadership last cycle, the Florida organization knocked on 3 million doors, held 528,692 face-to face conversations with voters, deployed 1,600 staff in 32 offices, amassed a robust volunteer network, and helped pass the landmark Amendment 4 to restore voting rights for up to 1.4 million Floridians. The group's organizing work also led to electing Agricultural Commissioner Nikki Fried, State Senator Janet Cruz, State Senator Jason Pizzo, and the defeat of Amendment 1.

Walker previously served as the Florida State Director of Obama for America for the 2012 re-election campaign. She also held several leadership roles for President Obama's earlier campaigns, including Florida State Director of Organizing for America, 2010 Coordinated Campaign Director for Organizing for America, and Deputy State Director for the 2008 Obama for America Florida campaign.

"We are lucky to have Ashley Walker on board to take our campaigning to the next level," said **Justin Myers, CEO of For Our Future and For Our Future Action Fund**. He continued, "She has demonstrated phenomenal leadership in Florida. Walker has the political acumen, judgment, and winning record to help us contribute to pivotal electoral and issue fights."

**BACKGROUND:** Founded in 2016, For Our Future Action Fund and For Our Future run the largest, permanent progressive field program across seven states: FL, MI, NV, OH, PA, VA, and WI. Along with community partners, the groups organize all-year-long around issues, legislative advocacy, and campaigns to win elections and help build the lasting power needed to improve people’s lives. Last year, For Our Future and its partners knocked on more than 10 million doors nationwide and held 1.6 million face-to-face conversations. The groups plan to raise and spend \$80 million for its grassroots campaigns and get-out-the-vote efforts to defeat President Trump, advance progressive legislation in the states, and pick up seats in key contests at the state and federal level.

**SEE:** [NBC News, 3/5/2019:“For Our Future budgeting \\$80 mil to help progressives in 2020”](#)

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