

New Poll Shows Prop 8 to Protect Traditional Marriage in the Lead

Yes on Proposition 8, the proposition that protects and restores traditional marriage, is leading the race, 47% Yes to 42% No, with 10% undecided, according to a new CBS 5 (San Francisco) poll. Yes on Prop 8 is attributing the gain to their first television ad, which was released last week, and to their massive door to door campaign.

October 9, 2008 (FPRC) -- SACRAMENTO, CALIF. - Yes on Proposition 8 is leading the race, 47% Yes to 42% No, with 10% undecided, according to a new CBS 5 (San Francisco) poll. That is up 3% for Yes and down 7% for No since September 25th - a total of a 10% gain for Yes. On September 25th, CBS 5's poll showed the race at 44% Yes to 49% No, with 7% undecided. Yes on 8 is attributing the gain to their first television ad, which was released last week, and to their massive door to door campaign.

The ad features footage of San Francisco Mayor Gavin Newsom arrogantly speaking of gay marriage, declaring to Californians, "The door's wide open now. It's gonna happen, whether you like it or not!" The ad goes on to remind voters that gay marriage was imposed on California by a narrowly divided California Supreme Court overturning the vote of over 4 million Californians who overwhelmingly passed Proposition 22.

"We are thrilled with the new polling data. It confirms what we have heard from thousands of supporters," said Yes on 8 Campaign Co-Manager Frank Schubert. "The ad that is running is powerful and provocative. Not only does it show the arrogance of those who would impose same-sex marriage on California whether we like it or not, but it also shows that voters are beginning to understand there are consequences to all Californians if same-sex marriage is legalized."

The ad features Pepperdine University Law Professor Richard Peterson detailing some of the many consequences to society at large – especially children – if the Supreme Court's gay marriage ruling is not reversed.

In the ad, Professor Peterson says that legalizing gay marriage, "...changes a lot of things." He goes on to detail some of the most important consequences, including:

- People being sued for their personal beliefs
- Churches opposed to gay marriage being threatened with loss of their tax exempt status
- And most importantly, gay marriage being taught in public schools.

The ad concludes by reminding people that they do not have to take this, "whether they like it or not," but that they can protect traditional marriage by voting Yes on Proposition 8.

The ad began airing statewide in all television markets last week. Copies of the ad are available on the www.ProtectMarriage.com website or by calling the campaign at (916) 446-2956.

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