

For Immediate Release

September 4, 2013

Since I announced my candidacy for mayor of the great city of Coeur d'Alene, I have been humbled by the generous support and encouragement of my fellow citizens. While I believe my leadership would have been beneficial to our community, it is far more important to me that Coeur d'Alene's voters focus on the issues.

If I were to continue actively pursuing the office of mayor, there is little doubt that the winner of the election this fall would be determined by less than a majority of the votes. Such a result is unacceptable to me and I believe that it could lead to further discord.

I am first and foremost a citizen of Coeur d'Alene. The turmoil of the past few years demonstrates that the voice of the conservative majority must no longer be ignored by our elected city officials. The mayoral platforms of the remaining candidates will provide distinct choices for the voters and allow the citizen's voices to be clearly heard.

Therefore, because of our city's overriding need for conservative unity, I am announcing my decision not to seek the office of mayor.

Jim Brannon