Nuclear Projects Agency awards contract to Brown & Partners Advertising and Public Relations

CARSON CITY – Gov. Kenny Guinn announced a major step today in his Nevada Protection Fund effort to oppose the federal government’s plans to store nuclear waste in Nevada.

Nevada’s Nuclear Projects Agency has retained Brown & Partners Advertising and Public Relations to develop and execute a national public information campaign aimed at educating people in other states of the risks and impacts to their communities of transporting spent nuclear fuel and high-level radioactive waste to Yucca Mountain.

The contract is a component of Senate Bill 494, known as the Nevada Protection Fund, which Gov. Guinn created for the purpose of opposing the federal government’s efforts to locate a high-level nuclear waste repository in Nevada. Subsequent to the establishment of the fund, certain local governments have also contributed financially to this effort.

“One of the most important elements deriving from the events of September 11th, aside from the need to continue improving our country’s security measures on all fronts, is that the public requires relevant and accurate information,” Gov. Guinn said. “Nuclear transportation is an issue that affects the heath and safety of our citizens; therefore, we have an obligation to keep them well informed. Our mission during the course of this national outreach effort is to educate Americans on the harsh realities of transporting nuclear waste and give them the opportunity to challenge transportation of this dangerous material it in order to protect future generations.”

Bob Loux, Executive Director of the Nuclear Projects Agency, said: “Information is the cornerstone to this campaign. Families live unknowingly in the shadow of nuclear waste everyday. Through education, we will effectively mobilize people in these communities, opening new doors and voices for change.”

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According to the Nuclear Projects Agency, hundreds of major cities and thousands of communities will be impacted by nuclear transport because as many as 140,000 shipments hauling 77,000 tons of nuclear material will travel through their state to Yucca Mountain.

“Contrary to popular assumption, Nevada is not alone in the battle against nuclear waste.” said Mark E. Brown, founder and CEO of Brown & Partners. “This campaign will serve to educate and engage the hundreds of communities that are affected by nuclear waste and communicate that the transportation of highly radioactive materials carries with it serious risks from accidents or sabotage. It’s time for these communities to be made aware of the facts that affect their safety and well-being.”

According to Loux, Brown & Partners was selected among other local and national agencies because of their unique qualifications in the energy and environmental category combined with a strong foundation in government and community affairs.

Included on the project team is former regulator and energy expert Rose McKinney-James, president of Brown & Partners. McKinney-James has previously served as the president and CEO of Corporation for Solar Technology & Renewable Resources (CSTRR), in addition to holding leadership positions on a number of local administrations, non-profit organizations and national panels on the subjects of environment, energy and transportation.

Brown & Partners is a full-service advertising, public relations and public affairs agency. The agency represents a wide range of clients in a number of categories including resort/gaming properties, technology, entertainment, telecommunications, education, and real estate.

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