

**FOR IMMEDIATE  
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**Seasoned Leaders Join Forces, Launch New Political Consulting Firm**

July 12, 2017 - Dimension Strategies, LLC launches a new political affairs full-service agency adding a new dimension to Colorado's political landscape.

With expertise across issues and industries that impact public policy, Dimension Strategies is proud to announce its launch. Founding Partners, Katherine Archuleta, Tony Massaro, Amy Sanchez Raaz and Dusti Gurule bring decades of experience working with local, regional and national Latino communities.

Dimension Strategies offers clients a deep understanding and knowledge on the issues facing women voters; energy, environment and climate change policies; and reproductive rights and health care issues across urban and rural areas. With their tactical expertise, the firm will guide clients through fundraising strategies to ensure they meet their financial goals and report them accurately. Dimension Strategies proudly partners with the nationally recognized *Latino Decisions* research group to provide an acute insight into the country's fastest growing electorate.

"Our democratic consulting teams need to look more like the progressive movement we represent. We need more women and people of color helping to make key strategic decisions in our advocacy and electoral campaigns. I've had the fortune of working with members of Dimension Strategies for years and trust their expertise will help shape our future engagement." Shirin Bidel-Nivat, AFSCME, Assistant Director of Political Action.

"The Latino community in Colorado is one of the most important electorates that any candidate or issue campaign should focus on and Dimension Strategies has brought together the right team to guide campaigns to successfully bring these voters to the polls," said Emmy Ruiz, CO State Director for Hillary for President Campaign 2016.

"As Latinos become a larger and larger part of our population, having competent and credible people to help all of us in the political consulting sphere develop program and messaging that is culturally competent and effective is more important than ever. Dimension Strategies brings that competence and experience to the political world." Rich Pelletier, National Field Director, Bernie Sanders for President and Partner, Prism Communications.

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