

**FOR IMMEDIATE RELEASE**  
**Wednesday, October 12, 2011**

**CONTACT: Jay Wilson**  
**EMAIL: [jwilson@rosebaydp.com](mailto:jwilson@rosebaydp.com)**

---

## ***RDP “Batting 1000” in 2011 with another special ballot initiative***

[Pike Road, AL] – The small town of Pike Road, Alabama, population of approximately 5,400 has only existed as a municipality since 1997. Since day one the community leadership has been in pursuit of its own school system. In December of 2009, the town reached 5,000 citizens which is the number required by the state statute for establishment of such a system. The *Pike Road Patriots* is the grass roots organization that was sure to make that happen.

“It is truly a pleasure to have the opportunity to work with such a professional team”, said Jay Wilson, President of Rosebay Development Partners (RDP) who worked in concert with the Patriots. “Mike Hicks (Chairman of the Patriots) and David Mowery (Mowery Consulting Group, LLC) brought us on board to give their grass roots and traditional media platforms a boost. From the moment we started we could clearly see the effort these guys were putting into the organization. And we are very proud to maintain our own perfect batting average for the year!”

The vote was held October 11th and the Patriots were victorious by comfortable margin. A whopping 52% of the registered voters turned out for the event with a final score of 55 to 45 in favor of the initiative.

Neal Orr, Executive VP of RDP said, “Our digital platform allows us to manage all the social networking mediums as well as acting as ‘Communications Central’ for the grass roots effort. RDP’s platform provided over 1,673,000 advertising and sponsored story impressions inside a 10 mile radius of Pike Road’s town center.”

“This micro-targeting effort meant that each user of mediums such as Facebook and Google that where located in the Pike Road area saw the Patriots story an average of 18.8 times during the course of the campaign. The RDP platform is set up to allow a person the opportunity to click through to the Patriots web site, Facebook page or Twitter feed. This allows the Rosebay team the ability to facilitate an actual conversation with potential supporters of the cause. This ability to have personal conversations with large groups of people is what sets us a part from traditional campaign consulting firms.”

The passage of the Pike Road ballot initiative represents RDP’s second victory in this election venue this year. The first contest was held earlier this year in Pearl, Mississippi and the subsequent passage allowed alcohol sales by the glass.

Rosebay Development Partners, LLC based in Birmingham, AL with offices in Huntersville, NC. For more information on RDP LLC visit our website at [www.rosebaydp.com](http://www.rosebaydp.com). Please consider subscribing to our blog at <http://rosebaydp.wordpress.com> to gain access to information concerning political consulting or the use of Social Networking in your business.

--30--



3008 7<sup>TH</sup> AVENUE SOUTH  
BIRMINGHAM, ALABAMA 35233  
PO Box 530986 (35253)  
205.320.7512 PHONE • 205.320.7595 FAX

