

# Unshackle Upstate launches new initiative

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The Unshackle Upstate coalition of businesses on Thursday declared Election Day on Nov. 2 Judgment Day for New York legislators and voters.

Unshackle representatives unveiled an advertising and social media campaign that includes report cards for all 212 state lawmakers to determine whether they are pro-business and pro-taxpayer.

“Voters have to stand up and be counted if we are to bring about change to the way New York state government operates,” said Sandra Parker, president and CEO of the Rochester Business Alliance Inc. and an Unshackle Upstate founding partner, in a statement.

“Voters have a right and a duty to know how they are being represented by their state legislators, and that is reflected in how those legislators vote on issues that are critical to the economy and job growth. I firmly believe some of this information will be eye-opening. And come November, we want taxpayers to use that information to choose the best people, the right people to send to Albany.”

*For details on the Unshackle Upstate initiative, see the Feb. 26 print edition of the Rochester Business Journal.(c) 2010 Rochester Business Journal. To obtain permission to reprint this article, call 585-546-8303 or e-mail [service@rbj.net](mailto:service@rbj.net).*