



FOR IMMEDIATE RELEASE

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Michigan LCV Taps Erica Bloom as Policy Manager

ANN ARBOR --- Michigan League of Conservation Voters (Michigan LCV) is proud to announce that Erica Bloom has been promoted from Program Manager to Policy Manager. Bloom takes the helm of Michigan LCV's legislative work in a newly created position that will serve at the nexus of Michigan LCV's government affairs, accountability and policy education programs. As Policy Manager, Bloom will oversee the [Great Michigan](http://www.greatmichigan.org) (<http://www.greatmichigan.org>) coalition and priority setting process along with Michigan LCV's accountability and advocacy work on behalf of Michigan's land, air and water.

A veteran of Michigan LCV, Bloom has led legislative and voter education programs for almost four years. She led the way to establish *Great Michigan* - a coalition of nearly 40 environmental and conservation groups across the state that she convenes to set statewide legislative priorities. These priorities are then presented to state legislators in order to present a unified voice from Michigan's environmental community. Under the new Policy Manager role, Bloom will continue to build power among environmental groups through the *Great Michigan* program, and she will direct efforts to hold decision makers accountable for protecting Michigan's invaluable natural resources.

You can contact Erica Bloom at erica@michiganlcv.org or 734-222-9650.

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Michigan League of Conservation Voters is the leading non-partisan political voice for protecting Michigan's land, air and water. Visit our website: <http://www.michiganlcv.org>.