



Contact: Alex Deane: 07583 228 135

GRASSROOTS CALL ON BORIS TO BE BRAVE AND BACK BREXIT

SOCIAL MEDIA CAMPAIGN TO DRAFT BORIS TO LEAD LEAVE

Alex Deane, former chief of staff to David Cameron MP, said: the Conservative Party's membership needs a champion with significant, mass appeal, political and cultural clout, to represent our dissatisfaction with the failure of the government to meaningfully deliver on its manifesto pledge of reform in our relationship with the EU.

"It is with this in mind that I urge the Mayor of London, Boris Johnson, to throw his weight behind the Brexit campaign, and help lead Britain out of a tired, fundamentally flawed, failing political union.

"Boris must surely feel the hand of history on his shoulder at this pivotal moment. His involvement in the campaign to lead Britain out of the European Union could tip the scales. Come on, Boris. Be brave. Back Brexit!"

An Ipsos MORI poll from February 2016 revealed that Mr. Johnson's opinions on the referendum campaign are valued by 32 per cent of those polled. This is in comparison to Mr. Cameron's opinions (44 per cent), Theresa May's opinions (28 per cent) and George Osborne's opinions (28 per cent) – meaning Boris's voice is the second most important behind that of the Prime Minister.

###ENDS###

NOTES TO EDITORS:

Mr. Deane served as Chief of Staff to David Cameron and Tim Collins during their respective periods as Shadow Secretaries of State for Education in opposition. In 2007, he was asked to serve as an adviser to the Liberal Party's campaign for re-election at the federal polls under John Howard

<https://www.ipsos-mori.com/researchpublications/researcharchive/3700/Little-change-in-publics-views-towards-Europe-in-last-month-public-still-expect>

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