

Mickey Moore announces his campaign to represent the 9th Ward in the new Minneapolis city council.

Minneapolis minority business leader Mickey Moore announced today that he is running for city council in the 9th Ward. Since the Summer of 2020, Mickey has been speaking directly with local residents and business owners about their concerns.



Minnesota, Minneapolis, Mar 2, 2021 ([Issuewire.com](https://www.issuewire.com)) - Mickey is best known as the man who battled the state of Minnesota to establish a viable and vibrant professional hair braiding industry. The Braid Factory is currently celebrating its 25th year as the area's most popular hair braiding salon. *"The overwhelming consensus is that our city is in desperate need of strong, proven, and qualified leadership. We cannot continue to allow the same policy failures that lead to the sort of tragic and destructive consequences that traumatized us all last Summer".*

Ward 9 residents need and deserve professional leadership on the complex issues of police reform, public safety, and the associated Social Justice implications. To that end, the **"We Need Moore"** campaign has developed several solution-oriented strategies. A combination of significant and meaningful changes that will result in more responsive and effective public safety, (such as an unarmed **"Peace Division"** that handles non-violent and non-criminal calls for assistance, composed of dedicated and caring professionals trained in mental health, de-escalation, and resource allocation) as

well as symbolic gestures directed at restoring the public faith in our police. (such as ending the use of attack dogs as police accomplices and an immediate independent review into all past fatal police encounters) We need a new and advanced public safety system that can learn to operate without resorting to the outdated methods that essentially encourage violent interactions between the community and the police.

Moore says, *"I am running to represent the 9th Ward on the Minneapolis City Council because, as a person of color, I have experienced firsthand the violent and unfair practices and policies of our policing system. Now, as a retired businessman and, hopefully, your next city councilmember, I will bring a deep commitment to the issues of Social Justice and police reform. I have a long and proven track record of understanding how we can move towards economic equality through inclusion, education, and opportunity."*

As a councilmember, Moore will place solving the affordable housing crisis, challenging our state to eliminate the "education gap" and revitalizing our commercial districts through assisting distressed small and local businesses among his top priorities. According to Khadra Hassan, the senior minority outreach advisor with the **We Need Moore** campaign, *"Mickey's decades of business experience, positively serving our community and overcoming tremendous government resistance to bring targeted economic opportunities to the chronically underserved will be incredibly helpful as we work together to rebuild and reinvigorate our critical business thoroughfares."*

Mickey ran for U.S. Congress in 2020 with absolutely NO funding whatsoever. Inspired by the George Floyd tragedy, remarkably, Mickey's 38,000 districtwide votes included over 1,200 votes in Ward 9 alone, and he achieved the highest vote total in the nation in any traditional third-party congressional candidate. Mickey was born and raised in South Mpls. An upbringing of harsh poverty and Democratic idealism, the single son of a single mother, who eventually earned her master's degree and served the city and county her entire career as an economic analyst. Now, after 25 years of being closely connected to our community through his ownership of The Braid Factory, Mickey has the honor and the opportunity to give back through public service.

*"I urge you to join me in working together to make our Ward and our city stronger, safer, more prosperous, more inclusive, juster, and more peaceful for everyone. For our families, for our neighbors, and for our future. We need more and we deserve more. Join me by going to **weneedmoore.org** and contact us to get involved in our campaign and creating a better future today."*

weneedmoore.org

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