



TO: Interested Parties

FROM: Coalition Against Robinson's Extremism

DATE: Friday, September 20th

Coalition Statement on Mark Robinson's unearthed online comments

[This is the Mark Robinson North Carolinians know.](#) We know his words, and we know his character. He has been completely transparent about his utter disdain for women, Black people, the LGBTQ community, Jewish people, Muslim people, school shooting survivors, educators, and more. As Maya Angelou told us, "When someone shows you who they are, believe them the first time."

This is why, in the spring of 2023, we launched the Coalition Against Robinson's Extremism (CARE), a coalition of multiracial and issue-based organizations that built and executed a statewide communications strategy to educate voters on Mark Robinson's far-right positions.

As a coalition of 22 national and statewide c4 organizations, we conducted several rounds of public opinion research to understand voters' concerns about a Robinson governorship. Working with everyday North Carolinians and using this data-backed messaging, CARE uplifted stories of those who would be impacted by a delusional, right-wing extremist in office. Together we:

- Identified nearly 100 storytellers from across the state
- Executed a seven-figure buy in a paid advertising campaign
- Generated dozens of national and statewide stories
- Knocked over 1.5 million doors (and counting)

"Through our canvassing program, we have spoken to thousands of North Carolinians and Mark Robinson's far-right, vehemently racist, and violent belief system does not represent us," said Dreama Caldwell, co-director of Down Home NC. "What our folks want and deserve is a leader who will fight for all of us."

Donald Trump, who has long praised Mark Robinson, is now furiously trying to distance himself from his near and dear friend. He knows what we know – North Carolina is an essential state in

the presidential campaign and Robinson's extremism – which has long been not just tolerated but promoted by the GOP – threatens Republican success at every level of the ballot.

Despite Trump's attempts, the North Carolina GOP has co-signed Mark Robinson's horrifying beliefs, underscoring how out of touch Republicans are with North Carolinians and our values. Instead of racist rants and violent threats, we deserve serious, thoughtful leaders dedicated to preserving our fundamental freedoms and creating a thriving economy.

“The latest slew of abhorrent comments from the delusional Mark Robinson is further confirmation that he is unfit to be Governor,” said Doug Wilson, longtime in-state political strategist and founder and principal of Alexander Wilson Consulting. “The voters will not be fooled.”

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