

## AD SHOWS WARM SIDE OF ROMNEY



To the average American Mitt Romney's image is of an urbane, elitist, super-rich individual and in danger of being stereotyped as egotistic, uncaring, and indifferent. In addition, his detractors are shouting from the roof-tops that his utterances prove that he is insensitive and uncaring of how people with modest means live and a person who would cater to the super-rich alone. All that is now being attempted to change and his image is being given a makeover by his supporters who are using a moving true story from the past, to silence his critics and portray him as a warm, caring and considerate human being. A commercial has been posted on YouTube and it talks about the time Romney shut down his company, Bain Capital, flew his employees to New York, to search for the daughter of a friend, who had been kidnapped. Facts of the story that have since emerged reveal that the 14-year old daughter of Romney's business partner suddenly vanished. The last the distressed father had heard about her was that she had attended a rave party and had gotten high on ecstasy. Three days of failed attempts by the worried father yielded no positive results, when he brought this to the notice of Romney, who took prompt action. He immediately ordered the entire firm closed, flew thirty employees to New York, with strict instructions that they were to leave no stone unturned, in locating the girl. Apart from that Romney, synchronized with the police, set up a command center and a hotline, hired the services of private detectives and personally monitored the situation, to bring it the desired conclusion. The police found the girl in a home in New Jersey where "they found the girl in the basement, shivering and experiencing withdrawal symptoms from a massive ecstasy dose." "She was not harmed," Robert Gay said at news conference after she was found, according to the New York Daily News. "She was in tears. We just gave her hugs and brought her back home." The ad has done wonders for his image. Even though his detractors are saying, that what has finding a missing girl got to do with being a good President and fixing our economy, the far-reaching ad has helped in projecting Romney as a warm-hearted man with strong human values.

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