

Beat: Politics

GERRY GUNSTER AN AMERICAN REFERENDUM VETERAN HIRED TO MASTERMIND CAMPAIGN

TO PERSUADE BRITONS TO LEAVE EU

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USPA NEWS - Gerry Gunster, a 48-year-old American could play a major role in whether Britons vote to leave the EU at a membership referendum due by the end of 2017. For the man behind Leave.EU, millionaire businessman Arron Banks, Gerry Gunster's expertise will give the 'out campaign' more than...

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While Leave.EU turns to the US to boost its chances, another "out campaign" launched this week, bringing together some of the biggest names in British business to argue that the UK must reclaim its sovereignty. With the financial firepower of several billionaires, Vote Leave says Cameron is unlikely to persuade other EU leaders to support the kind of reform that it believes Britain needs. Polls show the gap between Britons who want to remain in the EU and those who back leaving is narrow. (Reuters)

Under his company's slogan: 'Get used to winning', Gunster has successfully campaigned against sugary drink taxes and plastic bottle deposits in several U.S. states, and helped block then New York City mayor Michael Bloomberg's attempt to ban the sale of large, sugary drinks. Gunster, who declined to say how much his firm is being paid for its role in this campaign, believes the side that best succeeds in appealing to voters' emotions will be the one that wins. (Reuters)

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