



Vote Craig Eicher for Pleasanton City Council

NEWS RELEASE

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Retired Pleasanton Police Captain, Craig Eicher announces candidacy for Pleasanton City Council

(PLEASANTON, CA) **May 31, 2024**— Retired Police Captain, Craig Eicher, a dedicated community leader and long-time advocate for public safety, is excited to announce his candidacy for Pleasanton City Council, District 2. Eicher brings a fresh perspective, backed by professional experience, to his commitment to addressing key issues affecting Pleasanton residents.

“I am honored to run for City Council to serve the residents of Pleasanton,” Eicher said. “Our community deserves transparent leadership, responsible development, and innovative solutions to the challenges we face. I am committed to working collaboratively with all stakeholders to ensure Pleasanton remains a great place to live, work, and raise a family.”

As a Retired Pleasanton Police Captain Craig Eicher brings over three decades of dedicated service to the Pleasanton community, demonstrating integrity and leadership throughout his career. Known for implementing crucial programs such as peer support, the body-worn camera system, and the city’s homeless outreach program, Eicher’s commitment to community welfare is evident. His involvement in youth programs and community events underscores his belief in fostering positive police-community relations.

Notably, Eicher served as interim police chief for a six-month period in 2019 and 2020 during the onset of the Covid crisis. During this critical time, he led the department with compassion, integrity, and responsiveness to the community’s needs, further solidifying his reputation as a trusted leader. His exemplary leadership during challenging circumstances underscores his ability to navigate complex situations with grace and dedication, earning him respect and admiration from both colleagues and community members alike.

Eicher emphasizes transparency, fiscal responsibility, and responsive public safety as essential components of effective governance. Recognizing the importance of long-term planning and addressing pressing issues like water infrastructure, he aims to prioritize the city’s sustainability and strengthen relationships with key stakeholders like Zone 7, the local water supplier. Eicher advocates for a focus on fundamental obligations rather than transient issues, ensuring a stable and prosperous future for Pleasanton.

“As a longtime resident, I understand the unique challenges and opportunities we face,” Eicher said, adding “together, we can build a brighter future for Pleasanton by prioritizing our community’s needs and working towards common goals.”

Join us in campaigning for Craig Eicher for City Council in 2024. Your vote is an investment in proven, trusted leadership that promises a much-needed shift towards a brighter future for our wonderful community. Together, let's ensure that our community continues to thrive and prosper for generations to come. For further insights and engagement, visit EicherforPleasanton.com.

About Craig

Raised and educated in Pleasanton, Eicher's personal connection to the community runs deep. With degrees in Criminal Justice Administration and Organizational Leadership, he brings both academic expertise and firsthand experience to his candidacy. He has also attended and received professional certificates from Clairmont Universities – Drucker School of Management and has attended the FBI's prestigious National Academy. Eicher and his family have been active participants in Pleasanton's social fabric, contributing to various organizations and initiatives that enhance community well-being.

Eicher's track record of leadership extends beyond law enforcement, including roles in charitable foundations and hospice care. As founder of the Pleasanton Police Officers Charitable Foundation and Past-President of Hope Hospice, he has demonstrated a commitment to serving the less fortunate and improving quality of life for all residents. With his extensive experience and dedication, Eicher offers a compelling vision for the future of Pleasanton, promising positive change and continued prosperity with the support of the community.

In addition to his extensive community involvement, Eicher currently serves as the President of the Pleasanton Community of Character Collaborative board. Eicher has been on the board for the past decade. His active participation and leadership within this organization demonstrates his ongoing commitment to fostering a community built on values of compassion, responsibility, self-discipline, honesty, respect, and integrity.

Moreover, Eicher has played a pivotal role in another cherished Pleasanton tradition – the Widmer World Christmas Display. Since 1990, he has been instrumental in assisting his father-in-law, Bob Widmer, and other family members in developing and creating the spectacular Christmas display known as Widmer-World, located on Chelsea Ct. in Pleasanton. This beloved holiday attraction has brought joy and wonder to countless visitors over the years, reflecting Eicher's dedication to enhancing the spirit of community and spreading holiday cheer. For more information about Widmer-World, you can visit www.Widmer-World.com.

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For more on information please visit: www.EicherforPleasanton.com

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