

FOR IMMEDIATE RELEASE
February 24, 2026

ALAMEDA COUNTY DISTRICT ATTORNEY CANDIDATE PAMELA PRICE CALLS ON DEMOCRATIC LEADERS TO CONDEMN GUBERNATORIAL CANDIDATE ERIC SWALWELL'S REPOSTING OF A RACIST MEME

Civil rights pioneer says repost of dehumanizing video violates Democratic values and echoes Trump-style political degradation

FMR DA/ALAMEDA COUNTY DA CANDIDATE PAMELA PRICE PRESS CONFERENCE VIDEO 2-21-26:

https://drive.google.com/file/d/1Ml0AXQuBx0gqCat-Y2Xdb6-g4jBuoBiK/view?usp=sharing

B-Roll- Pamela Price Protests Eric Swalwell's During His Speech at the CA State Democratic Convention 2-21-26

https://drive.google.com/file/d/1W05FmUiwWeCuBUi64OPlLxmyJArAHAgG/view?usp=drive_link

KEY MESSAGES

- **Pamela Price is calling on Democratic Party leaders to formally condemn California gubernatorial candidate Eric Swalwell for reposting a video she describes as racially offensive, demeaning and dehumanizing toward her.**
- Price says the repost reflects the kind of racist political degradation Democrats have historically condemned — and compares it to Trump-era tactics of personal humiliation and racialized messaging.
- Price argues the incident raises urgent moral questions for party leadership in the most racially diverse state in the nation.
- She says justice advocacy is lifelong work — beginning with her leadership in the landmark 1977 *Alexander v. Yale* case.
- Price made history as Alameda County's first Black District Attorney, first Black female DA, first non-appointed elected in 75 years, first recalled, and first to run to regain the office.

- Recall papers were filed in August 2023 after she was elected to hold **everyone accountable under the law — including law enforcement.**
- Her reform agenda drew opposition from **14 police unions** and triggered a political backlash she says included misinformation and institutional resistance.

CALL TO CONDEMN ERIC SWALWELL'S REPOST OF DEMEANING VIDEO — A MORAL TEST FOR DEMOCRATIC LEADERSHIP

San Francisco, California — At the California Democratic State Convention at the Moscone Center on February 21 in San Francisco, civil rights attorney and Alameda County District Attorney candidate Pamela Price issued a direct and urgent call to Democratic leadership:

Condemn the reposting of what Price describes as a racist and dehumanizing video — or risk abandoning the party's core moral commitments.

Price specifically called on the Black Caucus, Progressive Caucus, and party leaders to publicly denounce California Democratic gubernatorial candidate Eric Swalwell's repost of the video, which she says degraded and dehumanized her personally.

Price and her supporters say the repost is particularly troubling given California's standing as the most racially diverse state in the nation — and the Democratic Party's longstanding public commitment to dignity, equity, and respect.

"This is not just about me," Price said. "This is about whether the Democratic Party will tolerate dehumanization and personal degradation when it comes from within its own ranks."

SWALWELL'S ACTIONS TANTAMOUNT TO TRUMP-STYLE POLITICAL DEGRADATION

Price stated that the repost reflects the same type of racist political humiliation and personal targeting Democrats have long condemned in national politics.

Price compared the conduct to the type of degrading political messaging that has historically drawn criticism when used against public figures, including imagery or rhetoric perceived as racially demeaning.

Her campaign argues that when such tactics appear within Democratic leadership, silence becomes complicity.

"Democratic values cannot be conditional," Price said.
"They must apply when it is difficult — not only when it is convenient."

JUSTICE AS A LIFETIME MISSION

Price's call to action reflects a career defined by civil rights advocacy.

She rose to national prominence as a lead figure in the landmark **1977 *Alexander v. Yale* case**, which established legal recognition of sexual assault and sexual harassment as discrimination — creating protections for women and girls across the country.

"Championing people is nothing new for me," Price said.
"Justice is in my DNA."

HISTORIC LEADERSHIP — AND BACKLASH

Price's election as Alameda County District Attorney marked multiple historic milestones:

- First Black District Attorney in an office spanning over 170 years

- First Black female District Attorney
- First elected without prior appointment in 75 years
- First recalled from office
- First to run to regain the position

Her administration pursued structural justice reform — including holding law enforcement accountable and reviewing systemic discriminatory prosecutorial practices.

Recall papers were filed in **August 2023**, less than one year after she took office.
Fourteen police unions supported removal efforts.

Her campaign states the recall reflected resistance to systemic change.

CONTINUING THE FIGHT FOR ACCOUNTABILITY

Price is now seeking re-election to the District Attorney's office — and is calling for accountability not only in the justice system, but within political leadership itself.

Her campaign frames the present moment as a test of principle:

Will Democratic leaders defend dignity and equity consistently — or selectively?

"Justice must apply everywhere," Price said.
"In the courtroom. In government. And in politics."

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Related News

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Candidate Eric Swalwell's Trump-Like Repost of Racist Video Leading up to the Democratic State Convention
https://docs.google.com/document/d/1Btd0jXMYFMOOK17CqQLSalBsA3yIefQq/edit?usp=sharing&ouid=116888015566536315753&rtpof=true&sd=true

DEMOCRATIC CA GUBERNATORIAL CANDIDATE ERIC SWALWELL MIMICS REPUBLICAN PRESIDENT TRUMP IN AN ALL TIME LOW IN CIVIC DISCOURSE IN AMERICA
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PAMELA PRICE DEFIES 2024 RECALL LIES AND SEEKS TO RECLAIM HER HISTORIC ROLE AS ALAMEDA COUNTY DISTRICT ATTORNEY-Statement
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Pamela Price Leads With Vision, Courage, and a Proven Justice Reform Record as the First Candidate in the Alameda County District Attorney Race to Step Forward For a Debate at CSUEB-March 18th
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About Committee to Re-Elect Pamela Price 2026
The Committee to Re-Elect Pamela Price 2026 (REEP) is a grassroots, corporate free campaign dedicated to the re-election of Hon. District Attorney Pamela Price. REEP is committed to preserving and advancing the achievements that promote justice, equity, and progress within our criminal justice system and protecting our democracy. We work to support leaders and policies that reflect the will and best interests of the communities they serve.

Vote to Re-Elect District Attorney Pamela Price on June 2, 2026.

Paid for by Re-Elect Pamela Price 2026, FPPC #1485362
Please note: Pamela Price does not accept any money from corporate PACs.

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