ALEX VALDERRAMA
FOR MONUMENT TOWN COUNCIL
AT-LARGE

FOR IMMEDIATE RELEASE

Alex Valderrama Announces Campaign for Monument Town Council At-Large

Monument, Colorado (August 31, 2026) — Alex Valderrama has announced his candidacy for **Monument Town Council At-Large**, launching a campaign focused on preserving Monument's character, putting residents first, supporting local businesses, and managing growth responsibly.

"Monument is a very family-friendly town with a strong sense of community, unique local character, and small-business spirit," said Valderrama. "I'm running because I believe Monument deserves leadership that protects what makes this town so special while also planning thoughtfully for the future."

Valderrama said his agenda will focus on ensuring that Monument's growth is guided by the long-term interests of residents, the needs of local neighborhoods, and the values that have made the town a desirable place to live and work.

Valderrama brings decades of experience as a small business owner, community volunteer, educator, and youth soccer coach. He is the founder of Cranium Agency and has contributed his time to civic and nonprofit organizations, local business groups, and youth athletics. He and his wife, Laurie, are proud to call Monument home.

"Monument has experienced substantial growth in recent years," Valderrama said. "Looking ahead, I believe we have an opportunity to protect our small-town character through a thoughtful, community-focused approach that puts residents first, supports local small businesses, and makes responsible decisions for the future of Monument."

A central part of Valderrama's campaign is his support for local businesses. "Small businesses are the fabric of Monument," he said. "When local businesses thrive, the people of Monument thrive. They help create jobs, strengthen community ties, and preserve the local identity that makes this town unique."

Valderrama said his top priorities include:

- Preserving Monument's small-town character
- Putting residents first in town decisions
- Supporting local small businesses
- Managing growth responsibly and sustainably
- Focusing on roads, infrastructure, and public safety
- Encouraging transparent and responsive local government

Valderrama said he hopes to bring a practical, neighbor-first voice to Town Council. "This campaign is about listening to residents, protecting the character of Monument, and making sure future decisions reflect the best interests of the people who live here," he said. "I would be honored to earn the support of this community."

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