



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Contacts: Freda Johnson | VoterService@lwvgt.org | 520-327-7652

Valerie Denogean | vdenogean@ywcatucson.org | 520-884-7810

SOUTHERN ARIZONA 2016 GOTV CAMPAIGN – MEDIA KICK-OFF

A partnership of 24 local organizations will kick-off a first of its kind community Get Out The Vote (GOTV) campaign Tuesday, September 27th at the Frances McClelland Community Center, YWCA Southern Arizona, 525 N. Bonita, Tucson starting at 10:00 a.m. The date is significant as it is National Voter Registration Day.

With voter turnout at historic lows and an important election approaching, the League of Women Voters of Greater Tucson initiated a partnership of 24 Southern Arizona community organizations (listing attached) that includes other non-profits, faith based groups and business focused entities to build a campaign to accomplish two goals ... register voters *AND* get out the vote for the November election.

Studies and polls show the number one reason people give for not voting is the belief their vote doesn't matter. That's why GOTV's emphasis and literature point out past close races in our own backyard and highlight how the outcomes of voting at national, and especially state and local levels impact the life of every voter and non-voter. Everyone touched by the campaign will have the opportunity to state how they want to use their vote.

The GOTV campaign partnership represents a wide diversity and significant breadth across our area. Each partner is implementing its own strategy to accomplish the campaign's ultimate shared objective for Southern Arizona ... to increase the number of people voting.

The 2016 GOTV campaign is asking the media to help us accomplish our important objective. First, attend the GOTV kick-off Tuesday, September 27th at 10:00 a.m.; meet with representatives of the campaign partners and learn what they will be doing leading up to the election. Second, follow up your attendance by publicizing our campaign and the grass roots efforts of our partnership.