



# DEBRA BOWEN

## CALIFORNIA SECRETARY OF STATE NEWS RELEASE

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### Secretary of State Debra Bowen Launches 30-Day “Why I’m Voting” Video Challenge for November Election

**SACRAMENTO** – Striving to engage more voters in the run-up to the November 4, 2008, General Election, Secretary of State Debra Bowen today launched California’s first-ever “Why I’m Voting” Video Challenge.

Secretary Bowen posted a one-minute video online of her personal reasons for voting and challenged other Californians to sound off, too. The videos can be serious or silly, nonpartisan or partisan; they just cannot contain any illegal or derogatory material.

“California is home to some of the most creative and innovative people on the planet,” said Secretary Bowen, California’s chief elections officer. “I can’t wait to see the ingenuity, intelligence, humor, and persuasiveness people will use to show why they’re voting and to convince other eligible Californians to vote this November.”

Secretary Bowen created the 30-day “Why I’m Voting” Video Challenge with the help of her Social Media Outreach Group, a panel of people in their 20s and 30s representing colleges, nonprofit groups, and other politically engaged young adults.

Earlier this year, the group helped Secretary Bowen launch her official Facebook page (called “California Secretary of State: My Voice. My Choice. My Vote!”), helped shape the MyVote California Student Mock Election, and brainstormed ways to motivate young people to get involved in their democracy.

“There isn’t one perfect way to reach each and every potential voter and get them jazzed about participating in elections,” said Secretary Bowen. “Voter registration drives and mock elections may excite some of them, while this video challenge may have particular appeal to first-time and younger voters.”

Videos can be viewed at <http://www.youtube.com/CaliforniaSOS>. Secretary Bowen’s video script follows:

Hi, I’m Secretary of State Debra Bowen, California’s chief election’s officer.

I’m also a proud voter. I vote because I can. And I vote because I care...

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I care about how the government spends my tax dollars, about protecting our environment, about America's foreign policy, about the education of our students, about public safety, about privacy, about technology.

It's an honor in a democracy to have a choice of leadership and the right to voice your opinion. All you have to do is take the initiative to register to vote and cast your ballot.

Complaining about government is fine, but doing something about it is much more satisfying.

Join me in voting this November 4<sup>th</sup>. And tell me why you're voting.

I'm California Secretary of State Debra Bowen. See you at the polls!

The last day for eligible Californians to register to vote in the November 4 General Election is October 20. The last day to request a vote-by-mail ballot is October 28. Voter registration and participation statistics are available.

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