



ALEX PADILLA
California Secretary of State

FOR PLANNING PURPOSES
January 28, 2020

MEDIA ADVISORY

Secretary of State Alex Padilla to Visit California State University, Northridge

NORTHRIDGE, CA – Secretary of State Alex Padilla will visit California State University, Northridge for a round table discussion on the upcoming 2020 elections on Wednesday, January 29. Secretary Padilla will speak with students about civic engagement and will underscore the importance of the 2020 Census.

Despite representing the largest block of potential voters, young people age 18-29 historically have registered and voted at the lowest rates. The [California Students Vote Project](#) is a project directed by the California Secretary of State's office, in partnership with the California Lieutenant Governor and a coalition of nonprofit organizations, that aims to increase civic engagement and voter participation among California university and college students.

In 2018, the CSVP launched the inaugural [University and College Ballot Bowl](#), a friendly competition that was designed to encourage universities and colleges to engage their students in the democratic process and register them to vote. Under the California Ballot Bowl, more than **45 public and private institutions** participated and worked together to register more than **10,000** students to vote in the General Election.

***Media interested in attending should RSVP to sos.press@sos.ca.gov**

- WHO:** California Secretary of State Alex Padilla
- WHEN:** Wednesday, January 29, 2020
12:00 p.m. - 1:30 p.m.
Doors open at 11:45 a.m.
- WHERE:** California State University, Northridge - Grand Salon
18111 Nordhoff St
Northridge, CA 91330
- PARKING:** Check in at Info Booth 1 on the southside of the CSUN campus at Nordhoff St and Lindley Ave for a parking pass.

[Additional CSUN Maps and Parking Information here.](#)

CONTACT:

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