



AP20:087

**FOR IMMEDIATE RELEASE**

**September 23, 2020**

**CONTACT:**

**SOS Press Office**

**(916) 653-6575**

## **California Secretary of State Launches New Statewide Ads for Vote Safe California**

### ***California Voters Are Encouraged to Vote Early; Vote-by-Mail or Voting Early In-Person is Safe and Secure***

**SACRAMENTO, CA** – Today, the Secretary of State's office announced a statewide multi-media advertising campaign in multiple languages as part of [Vote Safe California](#), which aims to educate the public on the safety, security, and ease of voting in the November General Election amid the COVID-19 pandemic.

The 30-second ads remind all active and registered California voters that they will be able to vote safely and securely at home and return their ballot by mail, to any secure ballot drop box, or to any in-person voting location. Voters also have the option to vote early, in-person to avoid long lines and crowds on Election Day.

All vote-by-mail return envelopes have unique barcodes that enable voters to know the status of their ballot through the postal service using our Where's My Ballot? ballot-tracking tool. Voters can sign up to receive automatic notifications by text message, email, or voice call on the status of their vote-by-mail ballot at [WheresMyBallot.sos.ca.gov](https://WheresMyBallot.sos.ca.gov). At all in-person voting locations, election officials will be implementing public health directives, including physical distancing and additional sanitation and cleaning protocols to keep voters and poll workers safe.

“With less than six weeks to go before the General Election, it's vital that all eligible California voters are informed and ready to Vote Safe,” said Secretary of State Alex Padilla. “Amidst the COVID-19 pandemic, voting-by-mail or voting early in-person will be the safest and easiest ways to cast your ballot.”

“California voters enjoy multiple, safe options for casting their ballot this fall,” Padilla added. “California election officials are working tirelessly to protect the voting rights of every citizen while protecting public health during the COVID-19 pandemic.”

Digital ads will run statewide. In addition, TV and radio ads will run in the Los Angeles, San Francisco, San Diego, Fresno, Bakersfield, Sacramento, Yuma, and Palm Springs media markets.

The ads will run in English, Spanish, Cantonese, Farsi, Hindi, Hmong, Japanese, Khmer, Korean, Mandarin, Punjabi, Tagalog, Thai, and Vietnamese. The ads will complement the Vote Safe California's existing voter education and outreach program, which leverages SMS and e-mail communications as well as partnerships with community and faith leaders, celebrities, business leaders, social media influencers, policy advocates, healthcare experts, and more.

To view the ads, please visit <https://www.youtube.com/user/CaliforniaSOS/videos>.

For more information on Vote Safe California, visit [vote.ca.gov](https://vote.ca.gov).

###

