



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **KEVIN SHELLEY**

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Secretary of State Kevin Shelley Encourages Voter Participation

*Announces the Release of Downloadable Public Service Announcements &
Reminds Voters of the Registration Deadline*

SACRAMENTO, CA— California Secretary of State Kevin Shelley today reminded voters that Tuesday, February 17, 2004 is the last day to register to vote for the March 2nd 2004 Presidential Primary Election. He also announced the release of a series of Public Service Announcements (PSAs) encouraging voters to vote by mail (absentee voting) and highlighting critical voter information for the upcoming election.

“I urge all Californians to pay special attention to these public service announcements and to consider voting by mail. It is easy, convenient and a sure guarantee that your vote will be counted on election day,” explained Secretary of State Kevin Shelley.

The PSAs can be viewed and downloaded from the Secretary of State’s voter information website www.myvotecounts.org. by the media and any other interested individuals. The website also contains answers to important questions voters may have concerning how to register to vote, how to obtain an absentee ballot and the deadline to return it, how to become a pollworker, and how to find your polling place location.

“It is critical that every eligible citizen register and vote in the March 2 primary election. Secretary Shelley continued. “Not only are there important statewide propositions and candidates on the ballot but voters will have the unique opportunity to affect our national agenda by selecting a presidential nominee,” said Secretary of State Kevin Shelley. “Everything voters need to know in order to vote with confidence and ensure that their voices are heard is available through the PSA’s and on myvotecounts.”

The television PSAs are currently airing in English and Spanish through March 2, 2004 on a statewide basis. Radio and print announcements in various languages are also being distributed. In tandem, the announcements and the My Vote Counts website includes comprehensive information alerting voters to the following:

- The deadline to register to vote is Tuesday, February 17th;
- Vote-by-mail applications must be turned in between February 2nd and February 24th;
- Sample Ballots can and should be marked by the voter and brought to the polls for guidance; and
- County voting systems may be different. Step-by-step instructions for operation can be found at the website, www.myvotecounts.org.

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Voter information hotlines are available in seven different languages:

- Chinese (800) 339-2857
- English (800) 345-VOTE (8683)
- Japanese (800) 339-2865
- Korean (866) 575-1558
- Spanish (800) 232-VOTA (8682)
- Tagalog (800) 339-2957
- Vietnamese (800) 339-8163