Sample Press Release

Sample Press Release – Distribute the week after Labor Day or September 8 **Headline:** September 22, 2020 is National Voter Registration Day

**Subheadline:** [ORGANIZATION NAME] plans to register voters in [CITY/ONLINE] to celebrate the national holiday.

[CITY, STATE – DATE] – On September 22, 2020, Americans will celebrate National Voter Registration Day with a massive cross-country effort to register voters well in advance of Election Day this November.

With a historic presidential election approaching, every eligible American voter should exercise his or her right to be heard at the ballot box, and National Voter Registration Day is the right day to start by getting registered. This is why communities across the country are planning to use National Voter Registration Day to increase voter participation.

Thousands of national, state, and local organizations and volunteers will be the driving force behind National Voter Registration Day 2020. Partner organizations will coordinate hundreds of National Voter Registration Day events on and offline nationwide, and leverage #NationalVoterRegistrationDay in all social media platforms to drive attention to voter registration.

[ORGANIZATION NAME] is proud to be a National Voter Registration Day partner. On September 22, [ORGANIZATION NAME] will engage its community and register voters at the following events:

[EVENT 1, TIME, LOCATION OR URL]

[EVENT 2, TIME, LOCATION OR URL]

[EVENT 3, TIME, LOCATION OR URL]

The effort's website, www.NationalVoterRegistrationDay.org, provides a listing of National Voter Registration Day events across the country, in communities and held virtually.

Founded in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most
basic right – the right to vote. Nearly 3 million Americans have registered to vote on the holiday since the inaugural National Voter Registration Day in 2012.

For inquiries about National Voter Registration Day, please contact: [MEDIA CONTACT]

---

**Sample Media Alert #1**

Sample Media Alert – Distribute on September 15 & 22 **Headline:** September 22 is National Voter Registration Day 2020

**Subheadline:** [ORGANIZATION NAME] plans event(s) to register voters in time for the [MY STATE, COUNTY OR CITY] election.

**WHAT:**

At [00:00 p.m. EST/CST/PST], Tuesday, September 22, 2020, [ORGANIZATION NAME] will host a National Voter Registration Day 2020 event at [LOCATION NAME] as part of a massive nationwide effort to register hundreds of thousands of new voters.

**WHY:**

National Voter Registration Day seeks to increase civic participation by encouraging Americans to register to vote and then turn out to vote in record numbers this year.

["Insert quote here from organization representative/president/executive director."]

As a non-partisan national holiday, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise their most basic right – the right to vote.

Americans can register at hundreds of events across the nation and online at NationalVoterRegistrationDay.org. Supporters can also follow National Voter Registration Day activities through social media on September 22 by searching #NationalVoterRegistrationDay and #VoteReady.

**WHEN:**

National Voter Registration Day
[00:00 p.m. EST / CST / PST]

Tuesday, September 22, 2020

WHERE:

[LOCATION NAME] [ADDRESS]

[CITY, STATE, ZIP CODE] MEDIA CONTACT: [FIRST LAST]

[(555) 555-5555] [firstlast@organization.org]

Sample Media Alert #2

Sample Media Alert – Distribute the morning of September 22 before 9 a.m. **Headline:** September 22 is National Voter Registration Day 2020

**Subheadline:** [ORGANIZATION NAME] plans event(s) to register voters and encourage record-setting participation in this year’s election

**WHAT:**

At [00:00 p.m. EST/CST/PST,] Tuesday, September 22, 2020, [ORGANIZATION NAME] will host a National Voter Registration Day 2020 event at [LOCATION NAME] as part of a massive cross-country effort to register thousands of voters.

**WHY:**

National Voter Registration Day seeks to increase civic participation by encouraging Americans to register to vote and turn out to vote in record numbers this year.

["Insert quote here from organization representative/president/executive director."]

As a non-partisan national holiday, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012, National Voter Registration Day is designed to create an annual moment when the entire nation focuses on registering Americans to exercise one of their most basic rights – the right to vote.
Americans can register at hundreds of events across the nation and online at NationalVoterRegistrationDay.org. Supporters can also follow National Voter Registration Day activities through social media on September 22 by searching #NationalVoterRegistrationDay and #VoteReady.

**WHEN:**

National Voter Registration Day

[00:00 p.m. EST / CST / PST]

Tuesday, September 22, 2020

**WHERE:**

[LOCATION NAME] [ADDRESS]

[CITY, STATE, ZIP CODE] MEDIA CONTACT: [FIRST LAST]

[(555) 555-5555]