

## SAMPLE PRESS RELEASE & MEDIA ADVISORY

### Sample Press Release: Distribute the week after Labor Day

#### September 17, 2024 is National Voter Registration Day

**[ORG NAME] joins thousands-strong democracy coalition to register voters in [CITY/ONLINE]**

[CITY, STATE – DATE] – On September 17, 2024, [ORGANIZATION NAME] joins a coalition of thousands of Partners across the country that will celebrate National Voter Registration Day with a coordinated democracy blitz aimed at getting every eligible American registered to vote in advance of election 2024!

Every eligible citizen should have the option to exercise their right to be heard at the ballot box, and with well over 5 million registered voters to its name since 2012, National Voter Registration Day is the perfect day to start getting America #VoteReady for Election 2024. With this year's holiday being the last big opportunity to get millions of Americans registered to vote in advance of the hotly contested presidential election, there's no time like National Voter Registration Day to ensure every eligible American is ready to participate in our shared democracy this November 5.

[INSERT QUOTE ABOUT YOUR ORGANIZATION AND HOW IT WILL PARTICIPATE IN NATIONAL VOTER REGISTRATION DAY]

[ORGANIZATION NAME] is proud to stand beside the thousands of national, state, and local organizations as well as scores of volunteers who each year serve as the driving force behind National Voter Registration Day's mission to get every eligible American registered before their next trip to the ballot box. Come September 17, Partner organizations ranging from local libraries and college campuses to Fortune 500 companies will coordinate a star-spangled tidal wave of online and offline events to leverage this largest of civic holidays designed to drive unparalleled attention to voter registration.

On September 17, [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 civic holiday's website, [NationalVoterRegistrationDay.org](https://NationalVoterRegistrationDay.org), lists National Voter Registration Day events across the country and includes comprehensive and state-specific resources on voter registration and voting more generally.

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

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#### About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each September. It is composed of coordinated efforts by over 4,000 national and Community Partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation's largest nonpartisan civic holiday, it has facilitated over 5 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, the National Association of State Election Directors, the US Election Assistance Commission, and the National Association of Election Officials.

#### About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]



**Final Pre-Holiday Sample Media Advisory: Distribute a week before September 17**

**September 17, 2024, is National Voter Registration Day**

According to post-2020 election Census data, one in four Americans either are not registered to vote or do not know whether they are registered to vote. With the help of a nonpartisan, coordinated, nationwide effort to get Americans of every stripe registered to vote in time for their next election, we'll build a stronger democracy.

[ORGANIZATION NAME] will join thousands of organizations nationwide to celebrate National Voter Registration Day on September 17 by getting [YOUR COMMUNITY] residents registered and #VoteReady in time for Election Day 2024 on November 5.

**What:** [YOUR ORGANIZATION'S EVENT DETAILS]

**Who:** [NOTE ANY PARTICIPANTS, OFFICIALS, OR ORGANIZATIONS THAT MIGHT DRAW MEDIA]

**When:** Tuesday, September 17, 2024 [TIME AND RELEVANT TIMEZONE], rain or shine.

**Where:** [ADDRESS, HOW TO GET THERE, WHERE TO PARK, OR WEB LINK IF THIS WILL BE A DIGITAL EVENT].

**Media Contact:** [NAME AND CONTACT INFORMATION OF PERSON IN YOUR GROUP DESIGNATED TO COMMUNICATE WITH THE MEDIA; ALSO INCLUDE ORGANIZATION WEBSITE AND RELEVANT SOCIAL MEDIA PAGES].

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**About [YOUR ORGANIZATION]**

[BOILERPLATE BIO ON YOUR ORGANIZATION]

