**Sample Media Alert – Distribute on September 17 & 24**

**HEADLINE**

*[ORGANIZATION NAME]* to Hold Voter Registration Drive on National Voter Registration Day 2019, in Time for *(State, County or City)* Election

**SUBHEADLINE**

*[ORGANIZATION NAME]* Joins 2,000+ Partners Nationwide in Massive Push to Register Voters on September 24

**WHAT:**

At *[00:00 p.m. EST / CST / PST]*, Tuesday, September 24, 2019, *[ORGANIZATION NAME]* will join over [2,000 partners nationwide](https://nationalvoterregistrationday.org/partners/) in hosting a National Voter Registration Day 2019 event at *[LOCATION NAME]* as part of a massive 50-state effort to register thousands of voters.

**WHEN:**

National Voter Registration Day

Tuesday, September 24, 2019

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

**WHERE:**

*[LOCATION NAME]*

*[Address]  
[City, State Zip Code]*

**VISUALS:**

*[If you are hosting an in-person event, mention key visuals that local broadcast media can capture. Example: “Booth with signage advertising voter registration and the November 6 election; Local residents filling out voter registration forms and talking with neighbors about the importance of participating in this year’s election.”]*

**WHY:**

The goal for this year’s annual National Voter Registration Day is to increase participation in the 2019 midterm and state elections across the country by encouraging Americans to register to vote and make their voices heard at the ballot box. While presidential elections get the media attention, “off-year” elections are a chance for voters to elect men and women who will have immediate impacts on their daily lives – from governors to mayors [In *your town, county, state* important elections are happening including *insert information on local elections].*  Since its founding in 2012, National Voter Registration Day has grown into a massive cultural and civic event with nationwide reach.

*[“Insert quote here from organization representative/president/executive director.” This could include information on local elections and how they impact your community and/or constituents]*

As a nonpartisan unofficial national holiday, National Voter Registration Day counts on thousands of partners and volunteers across the political spectrum. Started in 2012 for the presidential election, 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 to vote at [hundreds of events across the nation](https://nationalvoterregistrationday.org/events/) and online at www.NationalVoterRegistrationDay.org. Supporters can also follow National Voter Registration Day activities through social media on September 24 by searching #NationalVoterRegistrationDay, #VoteReady.

**MEDIA CONTACT:**

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