



NEWS RELEASE

FOR IMMEDIATE RELEASE

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L.A. County Registrar of Voters Partners with L.A. Media Outlets and Orange County to Get Out the Vote

The Los Angeles County Registrar-Recorder/County Clerk (RR/CC) Dean C. Logan is proud to announce a large-scale, innovative partnership to encourage voter registration and participation for the Nov. 4, 2014 General Election. The RR/CC is collaborating with local media outlets and the Orange County Registrar of Voters to engage and inform voters through online, social media and mobile media technologies.

New and existing voters can:

- Text the word "VOTE" to 69520 find out where to vote.
- Request a vote by mail ballot by Oct. 28 to vote early: <http://bit.ly/1xLzk8u>.
- Visit www.SOCALvotes.com to register to vote and find helpful voter information.
- Find election information: <http://lavote.net/home/voting-elections/current-elections>.

Media partners for the campaign include both English and ethnic language outlets, including CBS Radio Los Angeles, Emmis Communications (Power 106), Entravision Communications (Super Estrella 107.1 and Jose 97.5/103.1), LA 18 (Asian language programming) and Pandora Radio.

"As the eligible voter population grows, so must our strategies for engaging and informing voters," said RR/CC Dean C. Logan. "We need to engage voters where they are, increasingly — that's online. This partnership is an excellent example of two government agencies collaborating with strong messengers to engage a diverse electorate through new more relevant tactics."

The mission of the Registrar-Recorder/County Clerk is to serve Los Angeles County by providing essential records management and election services in a fair, accessible and transparent manner. For more information, visit www.lavote.net.

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Register to vote by next Monday, Oct. 20. Visit www.socalvotes.com to register online and find helpful voter info!



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