



LEAGUE OF WOMEN VOTERS OF MASSACHUSETTS

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On the Day Iowans Meet in Caucus, the League of Women Voters of Massachusetts Kicks Off Vote 2008 Campaign with Secretary of the Commonwealth William Galvin.

On the same day that Iowa residents attend caucuses kicking off the presidential nomination selection process, the League of Women Voters of Massachusetts kicks-off their *Vote 2008 Campaign* with a push to encourage Massachusetts voters to ensure that their voices are also heard in this selection process.

Diane Jeffery, President of the League of Women Voters of Massachusetts, stated, “This is an important new year, not only for the people of Massachusetts, but for everyone in the United States. 2008 is a year that will culminate in the election of the next leader of the nation and set the direction for the next four years domestically and internationally. After a process that spans many months, costs one billion dollars, and presents an array of choices to the American people, we will go to the polls in November and elect a new president and vice president.”

“Perhaps because the 2008 election will mark the first time since 1928 in which there is neither an incumbent president nor an incumbent vice president running for nomination,” according to Ms. Jeffery, “There is every indication that this decision about who will be on the ballot in November will not be decided before February 5, 2008 when Massachusetts voters, along with people in 21 other states, have their say at the ballot box. Massachusetts voters will make a difference in this important presidential selection process!”

The aim of the *Vote 2008 Campaign* is to increase voter participation, awareness, and education by providing comprehensive, nonpartisan voting and election information to Massachusetts voters and

to close the “participation gap” especially among 18-24 year olds, new citizens and ethnic and racial groups. To reach as wide an audience as possible, a variety of tools, including internet, videos, workshops and print media, will be used.

To support the *Vote 2008 Campaign*, the League has assembled a stellar Advisory Committee of state leaders. The League is proud that Secretary of the Commonwealth William Galvin, who shares the League’s commitment to strong democracy with a fair and impartial election process, once again joins the League in our campaign to encourage everyone who is eligible to participate in the electoral process. Secretary Galvin is a true leader who has continuously demonstrated his dedication to the fairness and integrity of the voting process in this state.

Secretary Galvin joined Ms. Jeffery at the kick-off press conference along with three other members of the Vote 2008 Campaign Advisory Committee: Dr. Patricia Plummer, Chancellor of the Massachusetts Board of Higher Education, Richard Doherty, President of the Association of Independent Colleges and Universities in Massachusetts, and Darnell Williams, President of the Urban League of Eastern Massachusetts. All addressed the importance of getting young people and people in diverse constituencies to the polls.

Ms. Jeffery also pointed out the focal point of the League’s *Vote 2008 Campaign*, which is a specially designed voting and election information website, www.votinginfo.info. This website, designed after conducting focus groups with college students to learn what type of voting information they need and how it should be presented, has many features:

- Electronic election reminder service
- Electronic greeting cards with voter registration information
- Answers to questions about voter registration, absentee voting, ID requirements, procedures at the polls, including videos about voting systems and more
- Online Essay Contest about the presidential election for grades 4-12 and 18-24 year olds
- Contact information for all candidates on the Massachusetts Primary Ballot
- Election dates and deadlines

At a time when there are websites popping up from anonymous sources with biased or inaccurate information, it is critical that people have a voting information website from a recognized and trusted nonpartisan organization, the League of Women Voters.

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