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STOPandVOTE.org

Nonpartisan movement gets high participation from Millennials.



New York, New York (September 11, 2008 – A group of 10 college-aged summer interns has created a provocative viral voter registration campaign designed to give their generation a powerful political voice.

The campaign began as a project for the interns at The Concept Farm, a New York communications company. "I wanted create assignment that would make a real difference," says Ray Mendez, a partner at the agency. "I'm tired of hearing people whine and complain about the state of the country. I needed to do something—not to express my anger, but to entertain people and get them to act." So Mendez turned to the company's summer interns. He says, "18- to 29-year-olds have so much at stake. But they don't realize they have the power to shape this country's future with their votes. So that became their assignment: Create a campaign to drive their generation to the polls."

The group focused on overcoming their peers' biggest excuses for not voting—"one person's vote won't make a difference." The result is STOPandVOTE, a challenging viral campaign, complete with customizable graphics.

For the interns, STOPandVOTE became a passion. "If our entire generation were to truly leverage our power in the political process, we believe our elected officials would have no choice but to hear and address our concerns. Regardless of which candidate wins," says Yasin Abbak, Political Science major at Drew University, and one of the young "Farmhands" who co-founded STOPandVOTE

STOPandVOTE.org launches on September 11th with a website with the following components:

- * A "Represent" page where users are invited to create their own customized viral voting message—no matter how controversial—and to send them to their friends. Featured above are just some of the messages that have been created. From left to right, the messages are meant to convey the following ideas: If religion is important to you in this campaign, vote; If women's rights are important to you, vote; If you're for or against McCain, vote; If you're pro-life or pro-choice, vote; If you're for or against Obama, vote; If you're concerned about this country's policies on terrorism, vote. The permeations are endless. Participants can upload any image that strikes a chord, add their own political message or the "STOPandVOTE" graphic before sending it out to the world.
- * An informational page that walks users through the voter registration process and helps them locate polling booths. It also links to a survey that matches users up with the candidates that share the same views as they do while also exposing them to the candidates' positions and policies issue by issue.
- * Links to the STOPandVOTE social network on Facebook, and the STOPandVOTE YouTube Site. The goal is to encourage people to capture the many different ways they are spreading the message to vote. Nothing will be off-limits when it comes to telling the world how you will support the movement.
- * A large clock on the site that counts down to the minute the time users have left to register to vote based on the state they are in. State by state voter registration deadlines.
- * Voter's rights, such as the two hours of paid leave employers are required to allow for employees to visit local polling places.

For more information on STOPandVOTE, go to www.stopandvote.org <http://www.stopandvote.org>