

# DNC: Launches National Voter Registration Day ad campaign aimed at young voters

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The DNC is marking National Voter Registration Day with a new six-figure ad campaign directed at eligible young voters on college campuses across the country. The campaign encourages students to visit IWILLVOTE.com in order to register to vote before this November's midterm elections.

Starting today, the DNC is launching digital ads on Instagram and YouTube targeting college students as well as ads on digital screens in high traffic areas of college campuses. The DNC will also run digital ads on ESPN's website, apps, and live sports streaming, and Yahoo Sports' fantasy sports apps and websites.

On top of these digital ads, this Saturday, September 24, the DNC will fly aerial banners around college football stadiums on game day calling for people to register to vote.

"The right of every eligible citizen to vote is a core tenet of our democracy - and with so much on the line this year, it's never been more important that we exercise that right in this November's elections," **said DNC Chair Jaime Harrison.** "The stakes of the midterm elections are big for young Americans and the DNC is meeting them where they are to encourage them to register to vote and make their voices heard."

The campaign will run across more than 20 college campuses in a dozen states, including Michigan, Nevada, Pennsylvania, and North Carolina.

This campaign comes as the DNC is supporting voter registration programs across

25 states this cycle, including investments in digital, mail, and on the ground and distributed organizing voter registration efforts, as well as tech tools to support voter registration organizing programs in specific states. Last year, the DNC announced a \$25 million expansion of the DNC's 'I Will Vote' initiative to protect the right to vote by investing in voter education and expanding the electorate through robust voter registration efforts.