



## The CW Gets Voter Ready

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â€œThe CW is partnering with non-profit organizations Vote.org, Spread the Vote and Vote Smart to create a public service campaign encouraging the network's young, diverse and multiplatform audience to get out and vote on Tuesday, Nov. 3. As part of the initiative, The CW has made Election Day a company holiday.

"Given our combined multi-platform audience and our particular connection with younger viewers, The CW has a responsibility to use its platforms to clearly and powerfully encourage and educate everyone on the importance of being prepared to vote," said The CW Chairman and CEO Mark Pedowitz in a statement. "In 2016, according to Census data, less than half of 18-29 year-olds voted and, today, 20 percent of eligible voters of all ages are still not registered to vote. The CW wants to help change these statistics and make sure all eligible voters are ready to participate, especially during the COVID-19 pandemic when there is some fear and confusion about deadlines and ways in which to vote. We are grateful to our nonprofit partners for making it clear, simple and possible to vote."

The campaign, titled The CW Vote Actually, will kick off Tuesday, Sept. 15, with the above spot airing on The CW as well as on digital and social media platforms including The CW and CW Seed apps, CWTV.com and CWSeed.com

under #CWVoterReady.

"This election, more than ever, we must educate the American people on the ways they can cast their ballot amid the pandemic. With so many lives disrupted, it is paramount we help voters ensure they are registered, understand the voting options available to them, and navigate important deadlines and details to make certain their vote is counted," said Andrea Hailey, CEO, Vote.org, in a statement.

"36 states have voter ID laws and yet over 21 million eligible voters don't have ID or know how to get one. We work with students and young people every day who need IDs for voting and life but for whom the burden of cost and paperwork is too much to bear on their own. I am thrilled to work with The CW to increase awareness and connect with more young people so we can make sure their crucial voices are heard at the polls," said Kat Calvin, founder, Spread The Vote, also in a statement.

"At Vote Smart, we focus on the candidates. Their background, how they vote, where they stand, how they're rated, what they say and how much money they raise. It's not only important to know the name or party of the candidate you are voting for; you need to know as much as possible about them. When you use Vote Smart to search for your candidates, you get the facts you need to make an educated decision," said Rachel Ori, spokesperson, Vote Smart.