

**VOTE BECAUSE \_\_\_\_\_ DEPENDS ON IT.**



## **HBO Max Partners With Rock the Vote Ahead of Election 2020**

**09.26.2020**

â€ˆStars such as Spike Lee, Natasha Rothwell, Robin Thede, Samantha Bee and Henry Winkler all lent a hand and wore a mask in support of HBO Max's new campaign in partnership with Rock the Vote.

All of them teamed up to appear in a new PSA, created by the agency team at Engine, wearing face masks that showcase issues that are most important to them.

Viewers are encouraged to join the conversation started by @HBOMax and @HBO and fill in the blank -- that they will "#VoteBecause \_\_\_\_\_ Depends On It" - on social media to spread the word about why they're heading to the polls this election.Â

For more on how to get engaged leading up to the election, register to vote, check your registration status, access registration and absentee ballot request deadlines, and more, fans can visit [rockthevote.org/warnermedia](https://rockthevote.org/warnermedia).

To further fuel the conversation, more than 20 topical and critically acclaimed HBO and HBO Max documentaries covering civil rights, the environment, women's rights, health in America, the economy, civic engagement, and

elections past and future are available to stream for free on HBOMax.com and HBO.com through November 8. Available titles include award-winning films such as HBO's True Justice: Bryan Stevenson's Fight For Equality and recent debuts including HBO Max's On The Trail: Inside the 2020 Primaries.

HBO Max will also offer free voting kits packaged with the makings for a safe, informed voting experience. The kits will include a checklist provided by Rock the Vote with information about early, absentee and day of voting, customizable stickers and a custom-branded mask. 10,000 kits will be available on a first come, first-served basis in October, and registration links will be shared on social from @HBOMax and @HBO.

"We are proud to launch this interactive campaign in partnership with Rock the Vote during a time when so many important issues are dominating our national discourse," said Dana Lichtenstein, vice president, brand marketing, HBO and HBO Max, in a statement. "This campaign not only aligns with Rock the Vote's mission to increase voter registration and turnout for the 2020 presidential election, but stresses the importance of issues that touch our daily lives. Instead of simply telling people to vote, we want to give our audience the opportunity to explain why they want to vote and to help translate their most important issues into action."

"Rock the Vote is thrilled to build on its long-standing partnership with HBO to empower employees and audiences to show up for their communities and issues that impact their lives," said Carolyn DeWitt, president and executive director of Rock the Vote, also in a statement. "HBO and its talent understand the gravity of this moment and continuously lead with innovative messaging that drives home the importance of voting to determine the future of our communities and our country."

The full list of documentaries that are available to stream for free on [hbomax.com/votebecause](https://hbomax.com/votebecause) are listed below:

Abortion: Stories Women Tell

After Truth

Atomic Homefront

Bleed Out

Clinica de Migrantes

Habla y Vota

Hard Times: Lost on Long Island

I Am Evidence

Ice on Fire

Kill Chain: The Cyber War on America's Elections

Mann v. Ford, No Contract

No Cookies: The Stella D'Oro Strike

One Nation Under Stress

On the Trail: Inside the 2020 Primaries

Paycheck to Paycheck: The Life & Times of Katrina Gilbert

Seeing America with Megan Rapinoe

Stockton on My Mind

The Trans List

True Justice: Bryan Stevenson's Fight for Equality

What You Gonna Do When the World's on Fire?

Women of Troy

The full list of documentaries that are available to stream for free on hbo.com are listed below:

Baltimore Rising

Crisis Hotline: Veterans Press 1

Meet the Donors: Does Money Talk?

Â Â