



Los Angeles County Registrar-Recorder/County Clerk

DEAN C. LOGAN
Registrar-Recorder/County Clerk

News Release

FOR IMMEDIATE RELEASE

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L.A. County Registrar of Voters Kicks Off Large Scale Media Campaign to Get Out the Vote

LOS ANGELES – Los Angeles County Registrar-Recorder/County Clerk (RR/CC) Dean C. Logan is proud to announce a large-scale, multilingual media campaign with leading media outlets in Los Angeles County encouraging voters to “Make Your Mark.”

The RR/CC will partner with: *CBS Radio, Entravision, Facebook, iHeart Media, LA 18, LBI Media, Pandora, Power 106, Univision Radio, Super Estrella, Que Buena* and *ScreenVision Media* to promote key election dates and information. The various languages included in the campaign are English, Spanish, Korean, Chinese, Filipino and Hindi.

“We hope to empower the LA County community with key information they will need to exercise their democratic right this November,” said Dean Logan. “These partnerships will allow us to do that with an unprecedented reach.”

The campaign is focused on three aspects: voter registration, voter options, and encouraging voters to turn out and vote on Election Day. The multi-level campaign will reach voters through radio, television, outdoor media and various digital/social media platforms as well as movie theaters.

Don’t forget to *Make Your Mark* in the Presidential General Election on November 8, 2016.

The mission of the Registrar-Recorder/County Clerk is to serve Los Angeles County by providing essential records management and election services in a fair, accessible and transparent manner. For more information, visit lavote.net.



LOS ANGELES COUNTY
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