

## SAMPLE PRESS RELEASE AND MEDIA ADVISORY

### Sample Press Release: Distribute the week after Labor Day

#### September 16, 2025, is National Voter Registration Day

**[ORG NAME] joins thousands-strong democracy coalition to register voters in [CITY/ONLINE]**

[CITY, STATE – DATE] – On September 16, 2025, [ORGANIZATION NAME] joins a coalition of thousands of Partners across the country that will celebrate National Voter Registration Day with a coordinated democracy blitz aimed at getting every eligible American registered to vote in advance of election 2025!

Every eligible citizen should have the option to exercise their right to be heard at the ballot box, and with well over 6 million registered voters to its name since 2012, National Voter Registration Day is the perfect day to start getting America #VoteReady for Election 2025. In a year defined by thousands and thousands of state and local elections in every corner of the country, National Voter Registration Day serves as a the civic rallying point that helps to raise awareness of the need to ensure every American is #VoteReady to take part in these often forgotten “off-year” elections that shape the future of our communities.

[INSERT QUOTE ABOUT YOUR ORGANIZATION AND HOW IT WILL PARTICIPATE IN NATIONAL VOTER REGISTRATION DAY]

[ORGANIZATION NAME] is proud to stand beside the thousands of national, state, and local organizations as well as scores of volunteers who, each year serve as the driving force behind National Voter Registration Day's mission to get every eligible American registered before their next trip to the ballot box. Come September 16, Partner organizations ranging from local libraries and college campuses to Fortune 500 companies will coordinate a star-spangled tidal wave of online and offline events to leverage this largest of civic holidays, designed to drive unparalleled attention to voter registration.

On September 16, [ORGANIZATION NAME] will engage its community and register voters at the following events:

- ◆ [EVENT 1, TIME, LOCATION OR URL]
- ◆ [EVENT 2, TIME, LOCATION OR URL]
- ◆ [EVENT 3, TIME, LOCATION OR URL]

The civic holiday's website, [NationalVoterRegistrationDay.org](https://NationalVoterRegistrationDay.org), lists National Voter Registration Day events across the country and includes comprehensive and state-specific resources on voter registration and voting more generally.

For inquiries about National Voter Registration Day, please contact: [MEDIA CONTACT].

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#### About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each September. It is composed of coordinated efforts by thousands of national and Community Partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation's largest nonpartisan civic holiday, it has facilitated over 6 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, the National Association of State Election Directors, the US Election Assistance Commission, and the National Association of Election Officials.

#### About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]



## Final Pre-Holiday Sample Media Advisory - Distribute a week before September 16

### September 16, 2025, is National Voter Registration Day

According to post-2024 election Census data, as many as one in four Americans either are not registered to vote or do not know whether they are registered to vote. With the help of a nonpartisan, coordinated, nationwide effort to get Americans of every stripe registered to vote in time for their next election, we'll build a stronger democracy.

[ORGANIZATION NAME] will join thousands of organizations nationwide to celebrate National Voter Registration Day on September 16 by getting [YOUR COMMUNITY] residents registered and #VoteReady for their next trip to the ballot box.

**What:** [YOUR ORGANIZATION'S EVENT DETAILS]

**Who:** [NOTE ANY PARTICIPANTS, OFFICIALS, OR ORGANIZATIONS THAT MIGHT DRAW MEDIA]

**When:** Tuesday, September 16, 2025 [TIME AND RELEVANT TIMEZONE], rain or shine.

**Where:** [ADDRESS, HOW TO GET THERE, WHERE TO PARK, OR WEB LINK IF THIS WILL BE A DIGITAL EVENT].

**Media Contact:** [NAME AND CONTACT INFORMATION OF PERSON IN YOUR GROUP DESIGNATED TO COMMUNICATE WITH THE MEDIA; ALSO INCLUDE ORGANIZATION WEBSITE AND RELEVANT SOCIAL MEDIA PAGES].

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#### About National Voter Registration Day

National Voter Registration Day is an annual nonpartisan event held each September. It is composed of coordinated efforts by over 3,800 national and Community Partners from all across the country working to raise awareness of voter registration resources and opportunities. As the nation's largest nonpartisan civic holiday, it has facilitated over 6 million voter registrations since 2012. National Voter Registration Day is endorsed by the National Association of Secretaries of State, the National Association of State Election Directors, the US Election Assistance Commission, and the National Association of Election Officials.

#### About [YOUR ORGANIZATION]

[BOILERPLATE BIO ON YOUR ORGANIZATION]

