



news release

FOR IMMEDIATE RELEASE

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Elections Manitoba launches campaign to engage future voters *Parents encouraged to bring their children with them when they vote*

Elections Manitoba has launched a new campaign that aims to foster the habit of electoral participation among young people. The initiative encourages parents to involve their children in the upcoming provincial election, set for Tuesday, Oct. 4, through a number of fun activities they can find by visiting the website, CitizenNext.ca.

“By speaking directly to children and their parents, we hope to engage more people to participate in this election,” said Elections Manitoba Manager of Elections Operations Mary Skanderbeg. “We know that consistent voters are more likely to have grown up in households where there are voting role models and within families that are involved in the electoral process. This campaign encourages that kind of involvement.”

A central message of the campaign **invites parents to bring their children with them when they vote**. Children will be welcomed at Advance and election day voting places where they will receive a “Future Voter” sticker. Kids can display the sticker on a **Future Voter Pledge Card** that they can print out from the CitizenNext.ca website. The card shows the year the child will be eligible to vote and indicates their commitment to do so when the time comes.

The CitizenNext.ca website also includes the following:

- Videos featuring teens stating why they plan to vote when they turn 18. Visitors can vote on the reason they think is best.
- Engaging activities and games to teach young people about the electoral process and why it's important to vote.
- Registration for voters to receive a text message via mobile phone on election day reminding them to vote.

“We’re optimistic that this campaign, in combination with our other public awareness and educational initiatives, will spark increased interest in the electoral process,” stated Skanderbeg. “It’s really never too early to learn about democracy,” she added.

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About Elections Manitoba

Elections Manitoba is an independent office of the Legislative Assembly. The office ensures the democratic rights of all Manitobans through the conduct of free and fair elections, by ensuring compliance with political financing laws and by enhancing public confidence in and awareness of the electoral process.

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