

# **Rush The Vote 2004 National Voter Campaign - Edmonton, Alberta - Friday, April 2, 2004**

Toronto, ON – Only 26% of youth voters (age 18 to 30) voted in the last federal election. **Rush The Vote** youth summit hits Edmonton to shed light on the growing gap between youth and voting apathy.

**Rush The Vote** promises to be a uniquely exciting, innovative, interactive educational and entertainment event for youth in Canada. **Rush The Vote**, a non-partisan movement to increase youth voter turnout and awareness, will be a public forum encompassing live musical performances, celebrity appearances and information directed towards encouraging the youth of our nation to exercise their right to vote. The first **Rush The Vote 2004** youth summit will be held at Cineplex Odeon Cinemas (South Edmonton Commons) and will encompass celebrity PSAs, audience interactive segments, musical performances and audio-visual commentary.

The focus of **Rush The Vote 2004** is to encourage youth to get involved in the democratic process and to become better informed about society's issues. Its goal is to overcome negative influences that have affected voter turnout amongst youth, including a lack of understanding of the issues, confusion about the electoral process and a lack of recognition that their vote can effect change.

Supported by Elections Canada, MuchMusic, Cineplex Odeon Cinemas and the Urban Music Association of Canada, **Rush The Vote's** aim is to address demographic specific issues that affect youth such as: Human Rights and Equality, Arts and Culture, Citizenship, Youth and Community Safety, Environment, Literacy and Education and Career and Job Opportunities.

**Rush The Vote**, was established seven years ago by B.L.O.C.Kheadz (Building Links On Community Korner) through consultation with the highly successful 'Rock The Vote' initiative in the United States.

"With the Federal Election fast approaching, it is vital for young people to become educated and engaged in the electoral process, to ensure that youth issues will be on the table in 2004 and beyond." – Paul Green, Director of B.L.O.C.Kheadz

Wristbands guaranteeing admission will be distributed through local media outlets beginning the week of March 22, 2004.

**RUSH THE VOTE 2004  
CINEPLEX ODEON CINEMAS – SOUTH EDMONTON COMMONS  
APRIL 2, 2004  
6PM-8PM  
FREE TO THE GENERAL PUBLIC  
[www.rushthevote.ca](http://www.rushthevote.ca)**

Background Information Available Upon Request.

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