



For Immediate Release

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## London campaign wants to increase voter turnout through 30-day voter “fitness” challenge

(LONDON, ON) - *Women and Politics* wants to see more Londoners head to the polls on October 27. The grassroots organization has launched #30Days2Vote – a 30-day “fitness” challenge to help voters flex their voting muscles and gain the confidence they need to cast their ballots.

“We hear from people all the time that they don’t feel educated or informed enough to vote,” said Colleen Murphy, the campaign organizer at Women and Politics. “There’s a perception that getting engaged is hard or time consuming. We want to make it as easy as possible, especially for voters heading to the polls for the first time.”

This past week, the international community watched as Scotland went to the polls to decide on their independence referendum. Voters as young as age 16 came out in record-shattering numbers to have their say. Scotland’s average voter turnout was 84.5% and upwards of 90% in some regions.

Locally in London our numbers don’t fare as well. In the last municipal election in 2010, our voter turnout dropped to a shameful 39.9%.

“We want to break down barriers that keep people from voting and make the process of getting engaged as easy as possible,” said Murphy. “We especially want to see more youth and students participating in this challenge. This may be their first time voting, and we want to help them feel prepared.”

### How it works

Londoners can register to participate in the challenge at [womenandpolitics.ca](http://womenandpolitics.ca). Starting September 28, participants will receive a daily email with a task, instructions and links to needed resources.

Like many popular 30-day fitness challenges, the tasks are designed to grow in intensity throughout the month, helping Londoners to grow and flex their voting muscles.

Early tasks will ask voters to complete simple activities like registering to vote and ramp up to researching candidates’ platforms later in October.

The challenge ends on October 27, with one final task – vote.

– 30 –

### About Women and Politics

Women and Politics London is a citizen-led initiative that seeks to actively engage women in politics and create opportunities to amplify their voices. We envision a world where women have equal access, equal power, and equal representation. Learn more at [womenandpolitics.ca](http://womenandpolitics.ca)

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