



FOR IMMEDIATE RELEASE

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PARTICIPATION IN NATION-WIDE VOTER MOBILIZATION CAMPAIGN FOR UPCOMING FEDERAL ELECTION

SACKVILLE, NB — On Tuesday, September 1st, 2015, the Mount Allison Students' Union (MASU) officially launched the Get Out The Vote (GOTV) campaign in preparation for the Federal Election, which will be held on Monday, October 19th, 2015. This non-partisan campaign is aimed at providing the MASU membership with accessible information and resources about the election, and encouraging students to vote through pledging.

The GOTV campaign is spearheaded by the Canadian Alliance of Student Associations (CASA), which the MASU is an active member of. The Canadian Alliance of Student Associations is a non-partisan, not-for-profit student organization comprised of over 250,000 students from 22 member schools coast to coast. Vice-President External Affairs, Annie Sherry, currently holds the position of Director-at-Large in CASA.

The GOTV campaign will take place on and off campus from September 1st 2015 until Election Day on October 19th 2015 with many opportunities for students to get involved. "We will be hosting information sessions, debate screenings, and partnering with political societies on campus to ensure that every Canadian Citizen 18 or over at Mount Allison has enough resources to make a decision on Election Day," says Sherry. "In the 2011 election, only 38.8% of eligible voters age 18-24 participated in the election. There are 5.5 million eligible millennial voters for this election, but if we don't speak up we will not be heard."

In an effort to reach as many Mount Allison students as possible, the MASU has hired Tierra Stokes as the Get Out The Vote coordinator. Stokes is also currently one of two Arts senators in Senate and a councilor on the Students' Administrative Council (SAC). "I am so excited to be a part of this movement," says Stokes. "The youth vote is so incredibly important, and I am confident that we will meet our pledge goal of 1,500 students with our dedicated team of volunteers."

To learn more about the MASU's involvement in the Get Out The Vote Campaign, please visit masu.getoutthevote.ca.

The Mount Allison Students' Union represents all full- and part-time undergraduate and graduate students at Mount Allison University in Sackville, New Brunswick.