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FOR IMMEDIATE RELEASE

Launching of the "Mi Voto Cuenta" campaign at the Utah State Capitol

Salt Lake City, UT—"Mi Voto Cuenta" (My Vote Counts) is a nonpartisan voter education and registration program coordinated by Communities United/ Comunidades Unidas in partnership with Latino/Hispanic leaders to increase the Latino/Hispanic vote in Utah. The campaign goals are to educate Latino/Hispanic Utahns about the voting process; to register Latino/Hispanic American citizens; and to get as many registered Latino/Hispanic to the polls in November as possible. "Mi Voto Cuenta" partners are community groups, businesses, and local media that share a commitment to civic participation and full representation for Utah's Latino/Hispanic families.

"As Utah's Lieutenant Governor and Chief Election Officer, I am pleased to support Mi Voto Cuenta's voter registration drive."

"It is my hope that all citizens of Utah take the right and responsibility to vote very seriously. I encourage each voter to study the issues and candidates and make principled decisions for the greater public good."

- Greg Bell, Lieutenant Governor

"As citizens, you have earned the right to vote. Your vote is your voice. I strongly support the Mi Voto Cuenta (My Vote Counts) campaign and encourage you to register and to vote. Only by voting will your voice be heard."

-Peter Corroon, Salt Lake County Mayor

"As mayor of Utah's second largest city I applaud the efforts of the Mi Voto Cuenta campaign to encourage greater voter participation by Utah's important Hispanic American community. As President Theodore Roosevelt said, 'We are the government, you and I.' But only by speaking up and participating in government can we have our say. I hope to see much greater participation by all Americans in upcoming elections."

- Mike Winder, West Valley City Mayor

"Your vote, is your voice"

-Sherrie Swensen, Salt Lake County Clerk

"Voting gives you the opportunity to have your voice heard. It is also your civic duty as a citizen to register and vote. Our Communities benefit when we all make the effort to register and then vote."

- Bryan Thompson, Utah County Clerk/Auditor

The project will start July 21st, 2010 during a Kick Off ceremony at the Capitol rotunda scheduled at 12:00pm. During the Kick Off, the "Mi Voto Cuenta" campaign will formally introduce the members of the media to the project goals and objectives through a lively discussion about the democratic process and the importance of the Latino vote.