



NEWS RELEASE

FOR IMMEDIATE RELEASE
June 8, 2010

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State Election Officials Release Can I Vote Widget for 2010 Elections

New Voter Outreach Tool Offers Simple, Portable Solution for Delivering Official, Nonpartisan Election Information to Millions

Washington, DC—The National Association of Secretaries of State (NASS), in partnership with Tangent Media, LLC, today announced the release of a Can I Vote widget, a self-contained software application that allows users to access nonpartisan registration and voting information that is specific to where they live. The widget is believed to be the first Web 2.0 voting tool of its kind, allowing anyone to embed it onto a Web page or social media site.

“It’s national, yet local,” explained NASS President Trey Grayson of Kentucky. “The Can I Vote widget dramatically expands the voter outreach mission of NASS by providing voters in all 50 states and the District of Columbia with a tool that makes the process easier and more accessible. Gone are the days of having to surf the Internet to find out how and where to vote. Now, states can share that information with you anywhere, on any website or Web page that shares our civic-minded mission, and all at no cost whatsoever to taxpayers.”

The Can I Vote widget functions much like the association’s Can I Vote website. Users are asked to provide their geographic location by entering a zip code and selecting the type of voting assistance they need from a set of five options: voter registration, polling place information, voter identification requirements, absentee and early voting and local election office contact information.

In addition, the Can I Vote widget allows users to sign up for free election alerts, deadline notices and other reminders via email. Registrants will receive information on every election event in their state and local area.

The widget is the result of collaboration between NASS and Tangent Media, LLC, which together have launched the Voternetwork, a public-private outreach project designed to engage the nation’s 18 to 24 year-olds in the electoral process.

“The key to voter engagement is simplicity,” said Kevin McCarthy, President and CEO of Tangent Media, LLC. “Tangent was proud to work with the nation’s chief state election officials to conceive, design and develop the history-making Can I Vote widget with the goal of creating a simple, portable solution for showcasing state election information. We expect millions of voters to embrace this new tool.”

NASS has deployed the widget in time for the more than 35 states holding primaries between now and September. The general election will be held on November 2, 2010.

For more information on the Can I Vote widget, including instructions on how you can deploy the widget on your website, please contact NASS at nass@sso.org, or call (202) 624-3528.

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