

News Release

FOR IMMEDIATE RELEASE



State sponsors new campaign to help college students vote

INDIANAPOLIS, Ind. – The secretary of state’s office announced a new campaign designed to help college students register to vote and prepare for their first voting experience.

Get INvolved is a statewide effort to not only register college students to vote and learn about their options, but to also alleviate any worries they may have about going to polling places. It is a program designed to help students learn how to vote without being told how to vote in regards to a candidate or issue.

“We are very excited to start this program,” said [Valerie Kroeger](#), the director of communications and media contact for the secretary of state’s office. “It is equally exciting and overwhelming to initiate a sense of political responsibility, so we are ready to help students become more prepared to start their journey.”

Get INvolved is establishing smaller and more localized branches of the campaign at different universities. These universities will be responsible for planning and executing registration fairs and voting simulations.

“Voting simulations bring a unique, hands-on experience to students before walking into a polling place for the first time,” Kroeger said.

Voting simulations use the same technology polling places use on Election Day, allowing students to use the machines before they vote in an actual election. Uncertainty was a major factor in why voter turnout among young people is so low.

“Get INvolved is going to make a lot more people comfortable voting, and I definitely believe you will see a positive impact at the polls,” said Austin Acel, spokesman for the Ball State University section of Get INvolved. “Voting can be very intimidating, but this program brings everything down to a more achievable and understandable level.”

For more information, contact Emily Maag at XXX-XXX-XXXX or emaag@getinvolved.in.gov.

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[The Indiana secretary of state’s office](#) works directly with Secretary of State Connie Lawson. The secretary of state is responsible for ensuring “integrity and accuracy...in elections.” The office operates on the values of sound business practice, outstanding customer service, and smart government ideals.

