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**VOTERIDERS, LA-BASED VOTER ID SUPPORT ORGANIZATION,
TO OPERATE AS KEY VOTER ID RESOURCE ON ELECTION DAY**

*VOTERIDERS WILL AGGREGATE, SELECT & TRACK TOP VOTER ID
DEVELOPMENTS TO ASSIST MEDIA ACCURACY AND TREND
INTERPRETATION*

Los Angeles, November 2, 2012 - VoteRiders™, the only national organization focused on tracking the growth and impact of the efforts in various states to require voters to present specific proof of identity in order to vote, has positioned itself to serve as a primary resource for media and the public on incidents in which voter ID requirements affect citizens' ability to vote on Election Day.

With input from associate groups across the country, VoteRiders will amass a Digest of all occurrences involving voter ID issues compiled from Our Vote Live [1], a national log of reports from the Election Protection Coalition's [2] hotlines and voter assistance efforts. A second Digest will extract voter ID incidents from the video reportage of some 4,000 citizen journalists working under the aegis of Video The Vote [3] to create an intimate, local view of the elections. All information will be posted as close as possible to real time, at 30- and 15- minute intervals. In addition, the VoteRiders.com website will highlight breaking news on its "Top Stories" page. "Top Stories" will identify and track information about patterns that emerge from episodes that improperly prevented registered voters from voting, slowed or impaired the voting process, or used voter ID requirements to intimidate voters.

If a media organization requires information on the volume and type of voter ID-related issues that occur nationwide on Nov. 6, VoteRiders will aggregate such information from collaborators who provide the best access to raw data on Election Day activities at the granular level. In addition, VoteRiders will provide enhanced analysis of events and trends in voter ID states, with an emphasis on swing states and those with closely-contested elections for the U.S. Senate. Both information from the Election Protection hotlines and video feeds from Video The Vote will be coordinated on the VoteRiders.com website to form a unified, real-time chronology

of the ways in which voter ID affects the conduct and outcomes of the election process.

VoteRiders is the only nationwide organization dedicated specifically to Voter ID. Due to restrictive voter ID laws and the confusion surrounding them, potentially millions of citizens will be turned away at the polls and not allowed to vote. VoteRiders focuses on helping on-the-ground organizations that are reaching out to citizens who need their voter ID. VoteRiders' support has been primarily in the form of traditional and social media exposure for these organizations and their effective programs to assist voters, thereby augmenting local support in the form of donations and volunteers. Importantly, VoteRiders also inspires other communities to emulate these best practices. VoteRiders, a non-profit non-partisan organization, is a partner of the Election Protection Coalition and other election integrity organizations and is a member of the PA Voter Coalition. VoteRiders is your source for all the news and updates regarding voter ID...now, on Election Day, and beyond at VoteRiders.com.

The nonpartisan Election Protection coalition was formed to ensure that all voters have an equal opportunity to participate in the political process. Through our state-of-the-art hotlines: 1-866-OUR-VOTE (administered by the Lawyers' Committee for Civil Rights Under Law) and 1-888-Ve-Y-Vota (administered by the National Association of Latino Elected and Appointed Officials Education Fund), the 866OurVote.org website, and our more than 100 local, state and national partners, this year's coalition will be the largest voter protection and education effort in the nation's history. Throughout the election process, our volunteers - more than 10,000 strong - will be entering data and information into OurVoteLive.org (developed by the Electronic Frontier Foundation), an interactive environment painting the most comprehensive picture of election irregularities from the perspective of the voter available anywhere.

Video the Vote ensures timely, complete and accurate reporting of voter suppression and election irregularities by organizing citizen journalists to document elections in their communities. A project of the Citizen Engagement Laboratory [4], in 2008 Video the Vote grew its volunteer base to more than 3,700 citizen journalists who submitted over 1,000 videos. Video the Vote operates through a simple three-step process:

1. Volunteers sign up online, giving us their email address, cell phone number, and video proficiency.

2. On Election Day, Video the Vote has volunteers monitoring national voter protection hotlines and dispatches the closest volunteer to get the story. We also obtain footage from roving videographers to document the election process in their communities.
3. Volunteers then upload their footage to VideoTheVote.org, where it is available for immediate viewing by the media and the public.

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- [1] <http://www.OurVoteLive.org>
- [2] <http://www.866ourvote.org/>
- [3] <http://www.videothevote.org>
- [4] <http://engagementlab.org/>