



FOR IMMEDIATE RELEASE

October 1, 2008

CONTACT

Heather Atherton

Citizen Voice™ Media Relations

916/316-4568

hatherton@citizenvoice.org

CITIZEN VOICE HELPS ELECTION-WEARY CALIFORNIA VOTERS BY OFFERING FREE NONPARTISAN VOTING TOOLS BEGINNING OCT. 1

(October 1, 2008 – Sacramento, CA) – Citizen Voice, a new nonpartisan movement that inspires, informs and involves citizens in the public arena, is responding to voters' need for clear, concise and nonpartisan analysis of California's statewide election with groundbreaking nonpartisan online election tools. After two previous elections this year alone, not to mention recent annual election rituals, California voters are weary from campaigns bombarding them with confusing information on propositions. The 2008 November election has one of the largest ballot menus to navigate and voters will be asked to make some very important decisions, yet there are precious few nonpartisan resources to help voters sift through the rhetoric while their mail and e-mail boxes fill up daily with election propaganda.

To help decipher the technical language and political speak, Citizen Voice's 2008 Nonpartisan Election Project has developed a simple toolkit for this November's General Election. Beginning today, October 1, www.CitizenVoice.org will make available free access to lively "mini-debate" videos, with both sides of the propositions, moderated by widely-respected, nonpartisan broadcast political analyst and co-founder of Citizen Voice, Gary Dietrich. These debates are also offered in audio and transcript form. As an important addition, nonpartisan, easy-to-understand written summaries of all 12 of the statewide propositions will be available. "People are overwhelmed and frustrated by the amount of biased information pushed at them about candidates and propositions," Dietrich observed. "Our goal is simple -- provide credible, easy-to-use statewide election information to answer the questions that really hit home to California voters."

For the first time, Citizen Voice will offer the ballot measure summaries, which have received rave reviews from many voters, in Spanish as well as English. "California has a significant number of registered voters for whom English is a second language. While these citizens can legally vote in their native language, they have little unbiased information available to them. Thirty-second commercials don't help in Spanish any more than they do in English. We want our voter information to help as many citizens as possible."

Political experts from across California are strongly in favor of Citizen Voice's efforts. "At a time when voter trust is at an all time low, it is imperative that we provide information that is both non-partisan and factual," explained Barbara O'Connor, Director of the Institute for the Study of Politics and Media, at California State University, Sacramento. "I am delighted to add a new source to that very short list."

For access to the statewide proposition "mini-debates", transcripts and easy-to-use summaries, information on Citizen Voice and more, please visit www.CitizenVoice.org. To schedule an interview with Gary Dietrich about this unique project, please call Heather Atherton at hatherton@citizenvoice.org or 916/316-4568. A Spanish-fluent spokesperson is also available upon request.

As a valuable community service, link www.CitizenVoice.org to your web site for free. To access the CV logo for linking purposes, please contact Heather Atherton at hatherton@citizenvoice.org or 916/316-4568.

ABOUT CITIZEN VOICE

Citizen Voice is a 501C3 nonprofit, nonpartisan movement with a mission to inspire, inform and involve citizens in the public arena on behalf of all, especially the vulnerable. For more information on Citizen Voice, visit www.CitizenVoice.org.

###