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## FOR IMMEDIATE RELEASE

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### **CITIZEN VOICE HELPS ELECTION-WEARY CALIFORNIA VOTERS BY OFFERING FREE NONPARTISAN VOTING TOOLS**

***Public Service Announcements Available to Guide Voters to Nonpartisan Information at [www.CitizenVoice.org](http://www.CitizenVoice.org)***

(May 13, 2010– Sacramento, CA) – Citizen Voice, a nonpartisan movement that inspires, informs and involves citizens in the public arena, is responding to voters' need for clear, concise, nonpartisan analysis of California's statewide election with groundbreaking nonpartisan online election tools. The 2010 June election features five statewide propositions 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 spin, Citizen Voice's 2010 Nonpartisan Election Project has developed a simple toolkit for this June's Primary Election. Beginning May 1, [www.CitizenVoice.org](http://www.CitizenVoice.org) will make available free access to lively "mini-debate" videos with both sides of the propositions, also offered in audio format. As an important addition, nonpartisan, easy-to-understand written summaries of all 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."

To guide listeners to Citizen Voice's web site, [www.CitizenVoice.org](http://www.CitizenVoice.org), for these free resources, public service announcements have been developed (see below) for use.

The Web site has become a very useful tool for voters over the past few election cycles.

- CV had over a quarter of a million hits on our website for the 2009 CA Special Election
- In October 2008, Citizen Voice received over 1 million hits on its website prior to the November election and over 80% of website visitors bookmarked the site as a favorite.

## **PUBLIC SERVICE ANNOUNCEMENT SCRIPTS**

10 sec

Get honest, non-partisan election information at  
Citizen Voice.Org. ...Your one stop shop for election weary voters.

15 sec

Do today's politics have you confused?  
Tired of the pointless arguing? Get honest, non-partisan election information at  
Citizen Voice.Org. ...  
Your one stop shop for election weary voters.

20 sec

In today's politics it seems nearly impossible to get quick, credible and useful  
information.  
The battle lines have been drawn and everything's got a spin to it.  
Where can you go for legitimate non-partisan information?  
CitizenVoice.Org  
Your one stop shop for election weary voters  
That's Citizen Voice.Org

30 sec

In today's politics is seems nearly impossible to get quick, credible and useful  
information.  
People are Confused.  
  
Don't know who to trust for election information anymore?  
Would you just like to be able to go to one source where you don't feel like there's all  
sorts of bias?  
  
Well...at CitizenVoice.org you can get honest, nonpartisan election info.  
CitizenVoice.org...your one stop shop for election weary voters.

60 sec

In today's politics it seems nearly impossible to get quick, credible and useful  
information.  
People are confused.  
  
Don't who to trust for election information anymore?  
Would you just like to be able to go to one source where you don't feel like there's all  
sorts of bias?  
  
The battle lines have been drawn and everything's got a spin to it.  
Where can you go for legitimate non partisan election information?  
  
Go to CitizenVoice.org and simply click on the elections button. You'll find lots of helpful  
voter info...including video, audio and written summaries that can even be downloaded  
to your computer or smart phone.

If you're looking for quick, credible and truly nonpartisan information, this political season, cut through the confusing election clutter at [CitizenVoice.org](http://CitizenVoice.org)

CitizenVoice.Org  
Your One stop shop for election weary voters.

**Gary Dietrich will be available via phone for print and live or recorded radio interviews, and in person or via Skype for television sources. To schedule an interview with Gary Dietrich about this unique, highly regarded project, contact Lynne Fishel at [lfishel@citizenvoice.org](mailto:lfishel@citizenvoice.org) or 949.244.9825.**

**As a valuable community service, link [www.CitizenVoice.org](http://www.CitizenVoice.org) to your web site for free. To access the CV logo for linking purposes, please contact Lynne Fishel at [lfishel@citizenvoice.org](mailto:lfishel@citizenvoice.org) or 949.244.9825.**

#### **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](http://www.CitizenVoice.org).

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