

News Release

April 17, 2012

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New Video Encourages Voting by Mail

So simple, a baby could do it!

Sacramento County unveiled a 30-second video this week aimed at increasing the number of residents who vote by mail. The video, viewable on YouTube, stars a talking baby reminiscent of the popular E-Trade Baby commercials.

The video shows a toddler standing in his crib giving his mother tips for downloading a Vote-by-Mail form while explaining the benefits of voting by mail. "No standing in line "like a vote-a-saurus ... You don't even have to leave your crib," he says.



"The E-Trade Baby commercials are attention-grabbing and entertaining," said Registrar of Voters Jill LaVine. "We wanted to use this medium to reach out and communicate with people of all ages about voting by mail."

In Sacramento County, about 53 percent of the 645,558 registered voters are permanent vote-by-mail voters.

LaVine borrowed the video from her counterpart in Riverside County, Registrar of Voters Kari Verjil, and added Sacramento County's logo and website address.

The video can be viewed on the Voter Registration Elections website at www.elections.saccounty.net and on YouTube at www.youtube.com/user/SacCoRegistrar.

Key Election Dates

May 21 – Last day to register to vote in the Presidential Primary Election. Voter registration forms must be mailed (postmarked by this date) or delivered to the Elections Office, 7000 65th Street, Suite A, Sacramento 95823.

May 29 – Last day to request a vote-by-mail ballot be mailed to you for the June Presidential Primary Election. Call (916) 875-6155 for information.

June 5 – Statewide Presidential Primary Election. Polls are open from 7 a.m. to 8 p.m.

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