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For Information Contact: Kathy Voigt, LWV Appleton

Ph 920.428.4888 • Email voigtkathy71@gmail.com

www.lwvappleton.org • PO Box 12281, Appleton, WI 54912 • 920.738.7766

NEWS RELEASE

LEAGUE OF WOMEN VOTERS HONORS AASD STUDENTS FOR CAMPAIGN TO ENGAGE YOUNG VOTERS

APPLETON, WI — While respecting each other's opposing political views, two Appleton Area School District Marketing Program seniors teamed up to create a two-pronged marketing campaign to inform their peers of the importance and security of the voting process in Wisconsin.

So impressive was the resulting "Voice Your Vote Integrity Project" that it earned Grace Demetrician and Elaina Anderson the 2020 Making Democracy Work Youth Award by the League of Women Voters of Appleton. The award was presented at the League's December program.

Beginning in September, the two designed, produced and distributed a unique and engaging mix of media to their peers describing the basic voting process via the Voice Your Vote social media presence they created. They also created the "[Voice Your Vote WI](#)" YouTube channel to distribute what they called the Integrity Project – an interview series with local election officials describing the efforts to conduct fair, free and secure elections for our community.

"While holding onto their personal political convictions, Elaina and Grace respected each other's views and worked together to create this extensive campaign to engage their peers in the voting process," says Appleton League President Jeanne Roberts. "Even as high school seniors, they exemplify the League mission to Educate Voters and Defend Democracy.

"Concerned about all the conflicting information surrounding the 2020 election, Grace and Elaina were determined to learn about election integrity on their own, directly from the people who conduct our elections. The League felt their peer-to-peer approach would be very effective at reaching out to young voters."

The students intend to work with AASD to distribute the materials, both to teachers for classroom use and via the school's parent/student website. The City of Appleton also has agreed to share information on its social media.

The League also promotes the efforts on its website, lwvappleton.org, and on its Facebook page and Twitter.

The League's Voter Services Committee, under the direction of Jacqueline Klimaszewski and Brian Post, has

— MORE —

LEAGUE OF WOMEN VOTERS YOUTH AWARDS, page 2

partnered with the AASD student marketing program, led by Cynthia Pavelski, for the past four years to find ways to promote voting with younger citizens.

The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy. Membership is open to men and women of all ages. With more than 750 affiliates across the county, the League is one of the nation's most trusted organizations.

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