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FOR IMMEDIATE RELEASE

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Media Alert

POST THE VOTE: INCREASING VOTER AWARENESS ONE BOLLARD AT A TIME

Indian River County, FL – One of our primary responsibilities at the Supervisor of Elections office is informing the public about upcoming elections, and we're setting out to do just that with our "Post the Vote" media campaign. "Post the Vote" is a new voter outreach program that is sure to promote county-wide voter awareness and participation for the upcoming elections utilizing store front concrete posts, also called bollards, to promote voting.

Bollards are installed throughout our county as an effective way to control traffic and delineate pathways for both walkers and drivers. Bollards can be found at the entrance to grocery stores, schools, department stores, gas stations, banks, and government buildings. The Supervisor of Elections office has available custom covers for these concrete posts which display messages encouraging voter participation in the upcoming elections. The covers are easily installed and removed within seconds. Our message is simple, "Vote"!

The Elections Office is currently seeking businesses to participate in the "Post the Vote" election awareness campaign. Businesses that value civic participation and have existing bollards or concrete posts are encouraged to get involved in this unique program. Those who partake have the potential to receive national recognition by partnering with the local Supervisor of Elections Office in their effort to increase voter awareness and participation.

"The colorful and eye-catching "Post the Vote" covers will be rolled out ahead of Florida's Primary Election on August 30th and again in October for the General Election on November 8th. Together we have the potential to make a huge impact when it comes to voter awareness and participation," said Supervisor Swan.

Businesses that value civic participation and have store front bollards or concrete posts, contact Stephanie Nelson at 772-226-3446 or snelson@voteindianriver.com to reserve your "Post the Vote" cover. Post covers are limited and are available on a first come, first serve basis. Won't you help us "Post the Vote"?

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