



The League of Women Voters® of Orange County

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National Award Honors Local League of Women Voters Stay Home and Be Counted Campaign

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The League of Women Voters of Orange County (LWVOC) has been awarded the 2008 Voter Education national award by the U.S. League of Women Voters, Washington, D.C.

LWVOC created its winning campaign to increase citizen awareness for the absentee ballot as the “easy way to vote.” Dubbed the “Stay Home and Be Counted” campaign, the League directed voters to its website, www.voteanywhere.org for details on ordering an absentee ballot within a seven county region.

“We will be moving this campaign forward into the fall election cycle,” said LWVOC President, **Deirdre Macnab**. “We encourage other communities to follow our lead: Order an absentee ballot and vote the easy way. Rest assured that your vote will count. This is a great message for Florida!”

Orlando advertising agency, Fry Hammond Barr, provided creative development for the campaign as a pro bono service supporting the League’s efforts. CBS-TV Orlando affiliate, WKMG, Local 6, partnered with LWVOC to promote the campaign with multiple on-air 30-second spots featuring anchors Jacqueline London and Bob Frier.

The Stay Home and Be Counted campaign was launched in December 2007, in time for the Florida January 29th Presidential Preference Primary.

“Will this make a difference? We think so!” said **Charley Williams**, Voter Services chair for LWVOC. “Ballots can be complex and long. Voting via the mail-in ballot allows time to study the issues, talk to friends, do the research and, while you are at the kitchen table, talk to your children about voting.”

Orange County absentee ballot requests for the January 2008 primary were up 300% over the same period for 2004.

Official award presentation was made at the League’s 48th National Convention, June 15th, in Portland, Oregon.

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.

More at www.lwv.org (National League of Women Voters); www.lwvoc.org (Orange County League)

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