



GoVoteMiami 2020

Multi-Media Grassroots Campaign with Local Artists, Activists and The Miami HEAT Inspire Miami's Black Voters!

For immediate release

Miami - October 21, 2020. – The **GoVoteMiami 2020 Media Campaign** partners with HOT 105 personality **Jill Tracey** and others to saturate Miami-Dade's digital/social media and disenfranchised communities with impactful and timely voter Information in English/Spanish/Creole. GoVoteMiami ambassadors also include Miami's own award-winning jazz songstress **Nicole Henry**, reggae/hip hop artist **Shiffa**, Funk R&B singer **April Raquel** iHeart Radio's **Papa Keith**, the **Miami HEAT** and others. The goal is targeting low-turnout voters in primarily Black Miami-Dade communities, including Overtown, Liberty City, Allapattah, Brownsville, Miami Gardens, Richmond Heights, Goulds, Naranja, Florida City and Homestead, to increase voter turnout.



The **GoVoteMiami 2020 Tour** is the Media Campaign's "on-the-ground" initiative, including dynamic info and videos combined with voice and music messaging via LED music trucks crisscrossing the selected neighborhoods. **At 11am until November 1st**, the truck and local community members will meet **every Friday at the Lyric Theater in Overtown, Saturday at Sonic on 27th Avenue in Miami Gardens and Sunday at Promenade Plaza in Richmond Heights**. They will visit community members at various churches, community centers and other popular venues to amplify the call-to-vote through trusted channels. Supported with digital/social media and geo-targeted ads, all efforts are designed to call voters to action.

GoVoteMiami's mission is to increase voter turnout, highlight the importance and urgency of dropping off Vote-By-Mail ballots or live voting at Early Voting sites Oct 19–Nov 1 and November 3 Election Day Voting, all from 7am–7pm.

While engaging community members with fun and entertaining music and videos, the GoVoteMiami 2020 Tour will broadcast the important facts Miami-Dade voters need to know to ensure they vote and their votes count!

For more information follow us @GoVoteMiami or visit

www.GoVoteMiami.org

www.GoVoteMiami.org/2020Tour

www.GoVoteMiami.org/Partners

For Media Inquiries please contact

Info@GoVoteMiami.org Phone: 786.367.6829

