



Rush the Vote announces youth voter rally on eve of provincial election.

TORONTO, ON – Ontario Election Will See Many Young Voters At The Polls.

On September 27, 2003, Rush the Vote will be holding a youth voter rally and Block Party at Dundas Square. The Block Party will consist of performances by Canadian musicians and DJ's, community guest speakers and visual art displays. A full listing of participants will be announced shortly.

"Political representatives would be wise to see the value in the youth vote," said Paul Green, director of Rush the Vote. "Canada's youth voting stat's are low because young people feel a disconnect between their issues and today's politicians. The Rush the Vote Block Party will combat those issues head on."

At the last federal election, only 26 per cent of Canadian youth voted and at every level of government thereafter, those numbers dwindle significantly. Young voters, 18 to 30 years of age represents almost 18 per cent of the total vote in Canada.

"Young voters are not apathetic, they want to be involved and believe in social participation. However, if politicians don't reach out to them, or embrace youth issues in their platforms and actions, young voters will always feel like their vote doesn't count. That isn't democracy," said In Essence R&B group member Touch.

The focus of Rush the Vote is to encourage young voters to get involved in the democratic process and to become better informed about society's issues. The goal is to overcome obstacles that plague voter turnout among young people, including the need to simplify platforms and party objectives in relation to youth issues.

**RUSH THE VOTE BLOCK PARTY
DUNDAS SQUARE, CORNER OF YONGE AND DUNDAS – TORONTO
SEPTEMBER 27, 2003
2 p.m. – 6 p.m.
FREE TO THE GENERAL PUBLIC**

Rush the Vote is a national non-partisan organization dedicated to increasing youth voter turnout and political awareness through music and education. Created in 1997 by B.L.O.C.K.headz, (Building Links On Community Korners) through consultation with the highly successful 'Rock The Vote' initiative in the United States, the past success of Rush the Vote has now made the mandate a nationwide initiative.

Backgrounder available.

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