



Diane Trautman · Harris County Clerk

FOR IMMEDIATE RELEASE

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Harris County Clerk Launches Voter Education and Billboard Campaign *Early Voting for 2019 General Election Begins on October 21*

(Houston, TX) – The Harris County Clerk's Office launched its *Vote Your Way* campaign, a voter education initiative that highlights the Countywide Polling Place Program. Harris County Clerk Diane Trautman spearheaded this program that allows registered voters to cast their ballot at any polling location on Election Day.

"This will be the first general election where people can choose where to vote on Election Day. Before, this was only possible during early voting, but not on election day," said Dr. Trautman. "The billboards will help spread the word and we appreciate our partnership with Clear Channel Outdoor."

A total of 56 billboards will be placed at various locations across Harris County in English, Spanish, Vietnamese, and Chinese with pertinent information about election dates and where to go for additional information or polling locations. *Vote Your Way* brochures, flyers and other outreach materials are also helping get the word out.

"The billboard messages for this campaign will create millions of market impressions throughout Harris County," said Clear Channel Outdoor Vice President of Public Affairs Lee Vela. "It is essential to get this message out about the importance of voting."

The goals of the *Vote Your Way* program are to inform citizens that they can now vote at more than 700 locations on Election Day, to lower the barriers or fear of voting, and to connect with new generations of voters. Starting October 21st, there will 52 Early Voting locations open Monday through Saturday from 7:00 a.m. to 7:00 p.m. and Sunday from 1 to 6 p.m. On Election Day, November 5th, voters can cast their ballots at the polling place of their choice between 7 a.m. and 7 p.m.

For election information and polling locations go to www.HarrisVotes.com. Mobile phone users can now text **VOTE** to **1-833-YES-0700** to find the nearest voting center.

**VOTE
YOUR
WAY**

Where you want. When you want.
Early Voting: Oct. 21 – Nov. 1
Election Day: Nov. 5
Text VOTE to 1-833-YES-0700
HarrisVotes.com

The graphic features the text "VOTE YOUR WAY" in large, bold, stylized letters. "VOTE" is white, "YOUR" is red, and "WAY" is white. To the right, there is a dark blue box containing the text "Where you want. When you want." in yellow, followed by "Early Voting: Oct. 21 – Nov. 1" and "Election Day: Nov. 5" in white, and "Text VOTE to 1-833-YES-0700" and "HarrisVotes.com" in yellow. The background of the graphic is dark blue with yellow stars and red location pins.

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