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- NEWS RELEASE -

## **ON NATIONAL VOTER REGISTRATION DAY, SECRETARY MERRILL LAUNCHES PUSH FOR ONLINE VOTER REGISTRATION**

SECRETARY OF THE STATE MARKS NATIONAL VOTER REGISTRATION DAY  
WITH ONLINE MESSAGES, EVENTS FOCUSING ON YOUNGER VOTERS

**HARTFORD:** In observance of National Voter Registration Day, Secretary of the State Denise Merrill today launched a series of targeted online messages to eligible Connecticut voters to use the state's new online voter registration tool. The ads will run on numerous internet platforms, websites and on social media sites such as Facebook and Twitter between today and Tuesday October 21<sup>st</sup> - the final day Connecticut voters can register online in advance of the general election Tuesday November 4, 2014. The ad campaign includes visual images such as the one to the right and an [online video](#)

reminding those eligible how easy it is to use Connecticut's new online voter registration system. So far this year, nearly 10,000 Connecticut voters have used the online voter registration to become new voters or change their voter registration status. The direct link to register online to vote is: <https://voterregistration.ct.gov>



“What a great opportunity on this National Voter Registration Day to remind every adult Connecticut citizen about our new online feature that makes it easier and more convenient than ever to register to vote,” said Secretary Merrill, Connecticut’s chief elections official. “With Election Day rapidly approaching November 4<sup>th</sup>, Connecticut voters can – from the convenience of their smartphone – go online to register to vote. Make sure your voice is heard this November, register to vote today!”

In addition to launching the online and social media messaging campaign, Secretary Merrill is participating in the following events to launch voter registration drives for young voters in Connecticut:

**11:30 a.m. E.C. Goodwin Technical High School, New Britain**

**3:30 p.m. Connecticut College, New London (Crozier-Williams College Center)**

Secretary Merrill is also encouraging voters to go online to [www.sots.ct.gov/vote](http://www.sots.ct.gov/vote) to find out if they are registered to vote and where their polling place is located. Absentee ballots will also become available to registered Connecticut voters by October 3, 2014. Polls will be open for the general election from 6:00 a.m. until 8:00 p.m. on November 4, 2014.