



Youth Can be Election Game Changers

The Council of Canadians stands up for democracy as a fundamental pillar of our society. As the next federal election approaches, we will be in communities across Canada to give people the tools and information they need to make an informed choice at the ballot box.

In the last federal election more than 9.4 million eligible voters did not vote. The largest group was youth – nearly two out of every three people between the ages of 18 and 24 didn't cast ballots. In contrast, the Conservative party won its majority in 2011 by only 6,201 votes in 14 closely contested ridings.

Brigette DePape, widely known for her brave act of standing up in the Senate holding up a “Stop Harper”

sign, is leading a new Council of Canadians' campaign aimed at inspiring a movement of young and first-time voters to “Go Vote!”

Through these efforts we hope to engage and inspire 1 million young voters and build momentum to Election Day.

In March and April DePape was on the “Game Changer Tour” in six cities across Canada, connecting with young voters, equipping them with knowledge, and galvanizing them to take action in the lead-up to the election. More tour stops are being planned as the federal election date draws nearer.

Brigette DePape, the Council of Canadians Youth Vote Campaigner, worked with students to gather pledges from youth who are promising to vote in the next federal election. The Council's Game Changers Tour is encouraging and inspiring more young people to vote.

DePape is speaking with youth on their turf, peer to peer. Studies reveal a strong correlation between personal contact and increased voter turnout. She is working with students and community leaders to organize creative actions and canvass in swing ridings to reach out to other young voters.

Through these efforts we hope to engage and inspire 1 million young voters and build momentum to Election Day.

Informed and empowered youth can be the game changers in the 2015 federal election.

For more information about the Council of Canadians' Game Changers campaign, visit our website at www.canadians.org/iwillvote.