



# LEAGUE OF WOMEN VOTERS® OF FLORIDA

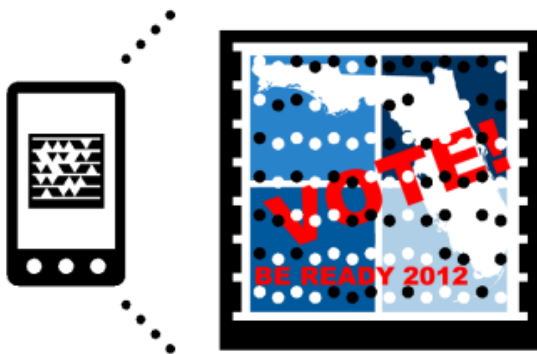
FOR IMMEDIATE RELEASE  
October 19, 2011

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League of Women Voters of Florida

## Be Ready To Vote Campaign Launches

*League of Women Voters of Florida Teams with Microsoft,  
Florida Supervisors of Elections to Reach Voters Via Smartphone*

ORLANDO, FL -- The League of Women Voters of Florida, Microsoft and Supervisors of Elections from various Florida counties will announce during a press conference today a major new strategy to reach voters in anticipation of the 2012 elections. The project goal is to make voting as accessible and convenient as possible for Floridians.



The "Be Ready to Vote" campaign connects Florida citizens to their county Supervisor of Elections office via Microsoft Tag technology in order to ensure their voter registration information is current and complete. Microsoft Tag is a 2D barcode designed to be scanned by the camera on a smartphone. The League and Microsoft are offering the program on a voluntary basis to any interested Supervisor. Most participating Supervisors of Elections now have their own Tag to print or display on mailed materials, vehicles and almost any physical object.

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<http://gettag.mobi>

address and name changes," said Orange County Supervisor of Elections Bill Cowles. "This technology makes it easier for everyone to be ready to vote."

"With three elections on the calendar for 2012, Florida's 67 Supervisors of Elections encourage all voters to update their voter record, particularly

"We're excited to work with the League of Women Voters of Florida and reach out to Florida Supervisors of Elections to use Tag in engaging with voters," said Adam Shapiro, Business Development Manager for Microsoft Tag. "Microsoft Tag makes the world around you clickable, and now with the scan of Tag, Floridians can make sure they are engaged in the political process."

Various counties' Tags will be previewed at the press conference, which, when scanned by a smartphone, connect the user to the county's Supervisor of Elections office. Voters can check that their voter record is complete and updated. Additionally, a Tag from the League of Women Voters of Florida (see above) will connect to a mobile site built by Microsoft, whereby voters can enter their county of residence and view a menu of ways to connect to their local Supervisor of Elections: by phone, via email or in person. There is no cost for this technology for the Supervisors of Elections or for voters (barring charges by wireless carriers).

"In order for our government to work successfully, citizens need to exercise their right to vote," said Deirdre Macnab, president of the League of Women Voters of Florida. "By helping every Florida voter to 'Be Ready to Vote,' we will help ensure a strong turnout of prepared and active voters."

**WHAT:**

"Be Ready to Vote" Campaign Press Conference

**WHEN:**

Wednesday, October 19

**TIME:**

11:30 a.m. - Noon

**WHO:**

**Deirdre Macnab**, League of Women Voters of Florida President  
**Adam Shapiro**, Business Development Manager for Microsoft Tag  
**Bill Cowles**, Orange County Supervisor of Elections  
and Florida State Association of Supervisors of Elections (FSASE) Past President  
**Vicki Davis**, Martin County Supervisor of Elections and FSASE President-Elect  
**Lori Edwards**, Polk County Supervisor of Elections  
**Mary Jane Arrington**, Osceola County Supervisor of Elections

**WHERE:**

Office of Orange County Supervisor of Elections  
Meeting Room  
119 West Kaley Avenue, Orlando, FL 32806  
(407) 836-2070

**PARKING:**

Media vehicles and live trucks should park at the rear of the building.  
Enter at the back of the building from the rear parking lot.

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