



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **BRUCE McPHERSON**

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Secretary of State Bruce McPherson Announces Partnership with California Bankers Association to Encourage Eligible Californians to Register and Vote

Joint effort to make registering to vote easier and more convenient

SACRAMENTO, CA – Secretary of State Bruce McPherson partnered with the California Bankers Association (CBA) today to launch a drive to encourage eligible Californians to register to vote. This joint venture seeks to increase registered voters through encouraging CBA's 319 member banks to urge their customers to register to vote and cast their ballot in the upcoming November 7, 2006, General Election. Participating banks will have the option of making registration cards available in branches and/or providing information directing customers about where registration and voter information may be obtained.

"The right to vote is one of our most basic rights and responsibilities as Americans," said Secretary of State Bruce McPherson. "Voting is the cornerstone of our democracy and I want every eligible Californian to exercise this right. This partnership is designed to make the registration process more convenient for all eligible Californians."

"California's banking industry plays an integral role in the economic strength and stability of our state," said California Bankers Association president and CEO Janet Lamkin. "But we are constantly looking for new and innovative ways to help improve the lives of the residents of our state, and reminding them of their opportunity to actively shape our state's future by voting is just one example."

For participating banks, the availability of voter registration cards and materials will give voters easy access to registration and allow them to take part in the democratic process. In addition, flyers informing the public of the resources available to them will be on display.

The California Bankers Association is the largest banking trade association in California and one of the largest banking trade associations in the country. With an employment force of more than 100,000 Californians and more than 6,000 branches throughout the state, CBA's membership can play a critical role in reminding Californians about their right to vote.

Of the 22 million Californians eligible to vote, only 16 million are registered. Only 5.2 million eligible Californians participated in the June Primary Election.

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