



# NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **BRUCE McPHERSON**

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## **Secretary of State Bruce McPherson Announces Voter Participation Partnership with California Hispanic Chambers of Commerce**

SACRAMENTO, CA - Secretary of State Bruce McPherson today announced a partnership with the California Hispanic Chambers of Commerce (CHCC) to kick-off a drive to encourage eligible voters to register and vote in the November 7, 2006 General Election. This joint effort seeks to increase participation among eligible voters by encouraging CHCC's 425,000 Hispanic-owned businesses to urge their customers to register and vote. Participating businesses will have registration cards and/or voter information materials available to their customers.

"As the state's Chief Elections Officer, I want to make voting easy and user-friendly for all eligible Californians," said Secretary of State Bruce McPherson. "My partnership with the California Hispanic Chambers of Commerce is one more way we can make participating in the democratic process more convenient for all eligible Californians."

"We are happy to partner with Secretary McPherson to promote voter registration and encourage eligible Latinos to vote. Latinos have traditionally stayed home on Election Day and together, we can turn that around," Jaime Rojas, CHCC President & CEO, added.

Voter registration cards and informational materials will be available at participating businesses to give voters easy access to registration information and allow them to take part in the electoral process. In addition, brochures and flyers informing the public of the resources available to them will be on display.

The California Hispanic Chambers of Commerce represents the interests of Hispanic-owned businesses in the State of California. With a network of over 65 Hispanic chamber and business associations throughout the state, CHCC is the premier and largest regional Hispanic business organization in the nation that promotes the economic growth and development of Hispanic entrepreneurs.

To encourage voter registration and participation, Secretary McPherson is working with thousands of public and private sector partners to provide potential voters with the opportunity to register to vote before the October 23 deadline. Partners include: multi-lingual and minority organizations, small businesses, large corporations, industry trade associations, education/youth groups and more.

For more information about voter registration and voting, please visit the Secretary of State's web site at: [www.ss.ca.gov](http://www.ss.ca.gov), or call 1-800-345-VOTE (8683).

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