



FOR IMMEDIATE RELEASE:

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NextGen Wisconsin Announces Back to School Efforts Across the State

NextGen Wisconsin will pledge 27,000 young voters and engage students at events on 26 campuses

Milwaukee, WI — This week, NextGen Wisconsin will begin back to school efforts across the state. As students arrive on campus, either for the first time as Freshmen or for the last time as Seniors, NextGen will be there to help them to vote and encourage them to get to the polls in November. Youth registration is already [surging](#) nationwide, and in August and early September, NextGen Wisconsin will pledge 27,000 young Wisconsinites to vote in November. NextGen will have 76 organizers on the ground and will engage young voters on 26 campuses across the state, including 6 community colleges.

"Young Americans are energized like never before. Our generation can make history in November, but only if we put in the work in August," said **NextGen America National Organizing Director Erin Carhart**. "Students are coming back to school this year ready to reshape the politics of this country, and this fall, we're going to make sure they have the tools to do so."

In addition to its peer-to-peer organizing efforts, NextGen will spend \$15,000 on campus advertising just during the first two weeks of school on each campus, reaching 65,000 young voters in Wisconsin and asking them to pledge to vote. [Move-in ads](#) will emphasize the power of young people as a voting block and run in print and on Facebook, SnapChat and YouTube.

At University of Wisconsin-Madison, NextGen Wisconsin will host "Pups to the Polls," where we will bring therapy dogs to the East Campus Mall and help students register to vote. At Marquette University, NextGen Wisconsin will host "Popsicles to the Polls," where

we will we will provide free ice cream and help students register to vote. NextGen is not alone in its effort to turn out young voters — For Our Future, Planned Parenthood Advocates of Wisconsin, and Leaders Igniting Transformation are partnering with NextGen Wisconsin to help ensure that young voters are a driving force in this year's midterms.

In Wisconsin, NextGen is focused on defeating Scott Walker, defending Tammy Baldwin's Senate seat, and flipping WI-01, and will register and engage students at:

Marquette University

University of Wisconsin-Madison

University of Wisconsin-Whitewater

University of Wisconsin-Platteville

University of Wisconsin-Parkside

University of Wisconsin-Eau Claire

University of Wisconsin-La Crosse

University of Wisconsin-River Falls

University of Wisconsin-Oshkosh

University of Wisconsin-Green Bay

University of Wisconsin-Stevens Point

University of Wisconsin-Waukesha

Madison Area Technical College

Concordia University

Carthage College

Cardinal Stritch University

Waukesha County Technical College

Carroll University

University of Wisconsin-Stout

Chippewa Valley Technical College

Northeast Wisconsin Technical College

St. Norberts College

Fox Valley Technical College

Lawrence University

Gateway Technical College

Edgewood College

Young people are energized like never before — and NextGen is only getting started. NextGen America is running the largest youth organizing effort in American history. We've been on the ground since 2017 — registering, engaging and mobilizing young people across 11 states to make their voices heard this November. As the largest eligible voting bloc, young people are the key to flipping Congress in November.

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NextGen America

Founded originally as NextGen Climate by businessperson and philanthropist Tom Steyer in 2013, NextGen America acts politically to prevent climate disaster, promote prosperity, and protect the fundamental rights of every American.