



FOR IMMEDIATE RELEASE:

Tuesday, September 4, 2018

CONTACT: NGA Press Office, 415-802-2423

or press@nextgenamerica.org

NextGen America Launches \$3 Million Ad Campaign to Motivate Young Voters Ahead of Midterms

New ads utilize message findings from NextGen's largest-ever research effort on young voters

SAN FRANCISCO, CA — Today, NextGen America launched a new \$3 million digital ad campaign to motivate young voters across 11 states to vote in the November midterm elections. Andrew Gillum's victory last Tuesday proved that a smart digital strategy is a winning strategy. The ads, "[No More](#)," "[Power in Numbers](#)," and "[Not Who We Are](#)," utilize NextGen's [new message research](#) on the political motivations of young people and encourage them to utilize their power to vote out Republicans in November. The ads will target over 3 million young people across 11 states, where [NextGen America is actively organizing Americans under 35 years old](#).

"Young people have the potential to reshape the American political landscape in November, but they often don't recognize their electoral power. A smart, targeted digital strategy will be the difference between young people heading to the polls or two more years of total Republican rule," said **NextGen America Director Heather Hargreaves**. "These ads show young Americans that the issues they are passionate about—access to healthcare, affordable education, racial justice—are all within reach if they show up on November 6th and demand them."

Andrew Gillum's victory in Florida confirmed that a strong digital campaign is the way to educate, motivate and turn out young people. To boost Gillum's campaign for Governor,

NextGen America ran a six-figure digital ad campaign targeting half a million Floridians under 40 years old, over two-thirds of which were African American and over 60% female. In the coming days, NextGen will also launch a general election version of its first primary ad for Gillum, "[It's Our Turn](#)," which will run statewide to encourage young Floridians to make history by electing Gillum on Nov 6.

NextGen America's new ad campaign is part of its \$33 million Rising program to engage, register, organize young voters across the country to reshape the American political landscape. Today's announcement follows the August 20th launch of "[This Is Wrong](#)," "[Trumpscore](#)," and "[Chopping Block](#)," which call out Congressional Republicans' support for the Trump agenda, including their votes to rip health care from millions and their inaction while the Trump administration jailed children at the border.

In addition to running digital ads, NextGen America has nearly 800 organizers across the country, registering and engaging young voters on 420 campuses as they head back to school. Since August 10th, NextGen organizers have registered over 50,000 young Americans to vote and pledged nearly 35,000 more young people to vote in the midterm elections.

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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.

