

**FOR IMMEDIATE RELEASE**

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**Sec. of State Toulouse Oliver Distributes Digital Toolkit to Promote Getting Registered on National Voter Registration Day**  
*Public Officials Encouraged to Utilize Toolkit to Promote Voter Participation*

SANTA FE – Secretary of State Maggie Toulouse Oliver has produced a voter registration digital toolkit that public officials and the public can use to encourage New Mexicans to get registered to vote as part of National Voter Registration Day. National Voter Registration Day, which began in 2012 and is the largest one-day voter registration effort of the year, is happening this year on Tuesday, September 25, 2018.

“The 2018 general election is right around the corner and we are doing everything we can to make sure as many eligible New Mexico voters as possible are registered and ready to participate,” said Secretary Toulouse Oliver. “This digital toolkit is an easy way for individuals, public officials, governmental agencies and others to let their fellow New Mexicans know about how to get registered to vote through NMvote.org and how important it is to participate in the upcoming election.”

Secretary Toulouse Oliver is distributing the digital toolkit – which can be found attached to this email – and is encouraging participating individuals, organizations, and departments to post online between 10am-2pm tomorrow about how New Mexicans can use NMvote.org to register to vote or update their voter registration. The voter registration deadline in New Mexico is Tuesday, October 9, 2018.

The toolkit includes sample Facebook and Twitter posts, hashtags, digital graphics, and other information that can be used to promote National Voter Registration Day and the NMvote.org online portal. Anyone who uses the toolkit should feel free to copy and paste the messages, hashtags, and/or graphics to their own social media accounts, or simply use the resources as inspiration to create unique content of their own.

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