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**REGISTRAR OF VOTERS
COUNTY OF RIVERSIDE**

Riverside County
NEWS RELEASE

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New video touts ease, faster tally count among the benefits of voting by mail

A tech-savvy baby who touts mail-in balloting is the star of a new Registrar of Voters video aimed at increasing the number of Riverside County residents who vote by mail.

Registrar of Voters Kari Verjil said she wanted to take a new approach in reaching out to voters who might not have considered voting by mail.

“It’s so easy,” Verjil said. “You make your choices in the comfort and privacy of your home and drop your ballot in the mail. Then, you just sit back and watch the results roll in on Election Night.”

Because vote-by-mail ballots are tallied first on Election Night, vote-by-mail voters also are the first to see their ballot results, usually just minutes after the polls close. In Riverside County, about 43 percent of registered voters have shifted permanently to vote by mail status. With that segment so representative of the general community, results from vote-by-mail balloting often are strong indicators about the final tally in many races.

The video can be viewed at http://youtu.be/y_S5ok51tgM. Verjil hopes the light-hearted message, reminiscent of the E-Trade Baby commercials, will hook residents’ attention about all the benefits voting by mail offers.

“Everyone loves those commercials,” she said. “This is a way to combine an amusing message with important information for voters.”

Registered voters may request their ballots by mail or in person, and may mail them back or drop them off at the registrar’s office or at any polling place on Election Day. For more information about voting by mail, go to www.voteinfo.net.