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Turning Point USA Announces VOTE & LIVE Campaign

VOTE and LIVE Campaign will work to ensure Gen Z voters are deeply engaged and personally invested in exercising their right to vote.

PHOENIX, Aug. 21, 2023— In alignment with TPUSA's core mission, which aims to educate America's youth about our nation's foundational principles, Vote and Live stresses the importance of preserving life and liberty for future generations through voter engagement. With a presence on over 3,500 campuses, TPUSA fosters a network of activists who inspire peers to register and engage.

Amid a critical juncture in American politics, the Vote and Live campaign empowers Gen Z to promote voting's importance, share deadlines, and strategize effectively.

Charlie Kirk, founder and CEO of TPUSA, on the VOTE and LIVE Campaign:

"Voting is under assault. But not for racial or economic reasons like some suggest. The reverence for election day and one-citizen-one-vote, has been hollowed out by mass mail-ins, lack of integrity in our elections, and replacing voting day with voting month. Many have given up on the idea of voting all together. Vote and Live is our effort to restore a passion and faith in voting among Gen Z. While we work to advocate for a return to sane and secure voting laws, that doesn't mean we can abdicate our basic civic responsibility. It is time for Gen Z voters of all stripes to pick up the mantle handed down to us by our Founders, and understand that saving our country still starts with getting registered and voting."

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About Turning Point USA

Turning Point USA is a 501(c)3 non-profit organization founded in 2012 by Charlie Kirk who was only 19 at the time. The organization's mission is to identify, educate, train, and organize students to promote the principles of freedom, free markets, and limited government. Since its founding, Turning Point USA has embarked on a mission to build the most organized, active, and powerful conservative grassroots activist network on college campuses across the country. With a presence on over 3,000 college and high school campuses, Turning Point USA is the largest and fastest-growing youth organization in America.

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