



LEAGUE OF WOMEN VOTERS®
OF LOS ANGELES EDUCATION FUND

SeePolitical.

For Immediate Release

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**SEEPOLITICAL AND THE LEAGUE OF WOMEN VOTERS OF LOS ANGELES
CREATE ANIMATED EXPLANATION for LA'S CHARTER AMENDMENTS 1 & 2**

*Partnership will offer accurate, brief and engaging ballot measure videos to
educate and engage Angelenos about March 3rd's ballot measures*

Los Angeles, CA, February 5, 2015: Online voter education tool producer [SeePolitical](http://www.seepolitical.com) and the trusted [League of Women Voters of Los Angeles Education Fund](http://www.lwvlosangeles.org) have partnered to create a short, animated video about March 3rd ballot Charter Amendments 1 and 2. The video is available in English and Spanish, and will be promoted through traditional and social media. The Spanish language video will be released on Friday, February 6th.

With this ballot video SeePolitical and the League expect to increase informed election participation by providing objective, engaging, interactive and entertaining content about important ballot measures. The fun video makes clear what the issues are and what a YES or NO vote means in uncomplicated language. They do not tell a voter how to vote, just help the voter understand the issue. The format intends to reach audiences that may not be engaged about elections or attracted by traditional means of policy analysis.

Voters can view the Charter Amendment 1 and 2 video here:

<http://www.lwvlosangeles.org>
<http://www.seepolitical.com>

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