

QCGN Launches 2014 Vote it Up campaign ***Put on Your Pants, Go Vote* video Encourages English-speaking Youth to Vote**

Montreal – March 20, 2014 – To encourage English-speaking youth to vote in the upcoming provincial election, the Quebec Community Groups Network (QCGN), in partnership with the Directeur général des élections du Québec (DGEQ), has launched its 2014 election Vote it Up campaign with its *Put on Your Pants, Go Vote* video to mobilize youth to go to the polls on April 7.



“Youth aged 18 to 35 represent 25 per cent of Quebec’s population. We can make a difference. We’re smart, we’re connected, and we’re aware of how powerful we can be,” says spokesperson Rosanna Tomiuk. “Through Vote it Up’s 2014 campaign and our social media outreach, we’re excited about the potential to positively impact the number of English-speaking youth who are getting involved and taking advantage of their democratic right to vote.”

Originally from Beaconsfield, Tomiuk is a former member of the Canadian water polo team, a singer and songwriter, a young entrepreneur, business coach and a triathlete. She also lent her voice to the song *Notre Home*, an anthem commissioned by the QCGN to foster a sense of belonging among young English-speaking Quebecers.

“In Quebec’s 2012 provincial election we witnessed a growth in civic engagement among our youth with a 22 per cent increase in voter turn-out among voters aged 18 to 35,” said QCGN Director-General Sylvia Martin-Laforge. “We are committed to the continuation of this momentum through Vote it Up’s unique, multifaceted approach with our spokesperson, campaign videos and social media outreach” she added, noting that the QCGN is working with its member organizations across the province to spread the word to youth in their communities.

To stimulate the interest of English-speaking youth, Vote it Up is reaching out to young people where they gather – on social networks such as Facebook, Twitter, Instagram, and YouTube. To watch the *Put on Your Pants, Go Vote* campaign video visit the Vote it Up website at www.voteitup.ca.

The Quebec Community Groups Network (www.qcgn.ca) is a not-for-profit organization bringing together 41 English-language community organizations across Quebec. Its mission is to identify, explore and address strategic issues affecting the development and vitality of English-speaking Quebec and to encourage dialogue and collaboration among its member organizations, individuals, community groups, institutions and leaders.

For more information:

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