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This election, Samara is demystifying the voting process for new voters and marginalized Canadians

Vote PopUp pops up in communities across Canada

Toronto, October 2015— As Canadians prepare for what could be one of the closest and most fiercely contested federal elections in recent history, community organizations and local leaders are seeking effective non-partisan tools to reverse the decline in voter participation.

Designed by charity Samara Canada, with the support of Election Canada, Vote PopUp is meeting this need by creating a simulated polling place using real supplies provided by Elections Canada. For individuals who never or rarely vote, Vote PopUp demystifies the process by:

- confirming participants are registered with up-to-date information;
- verifying their electoral district or polling location;
- informing them about ID requirements and ways to vote; and
- allowing them to practice casting a ballot.

To effectively engage people around voting, community groups identify the questions and issues that most interest or concern their community and invite participants to vote on them. Actual parties or candidates are not listed on the ballot to keep the event non-partisan and to avoid any confusion with the actual federal election. That leaves many options from serious to playful!

At the end of the experience, participants are asked to fill in the blank: “I am voting because___” with wonderful results.

Samara Canada has already trained over 270 staff and community leaders across the country and hundreds more have downloaded the DIY toolkit. Contact Samara to find out who in your area is organizing a Vote PopUp.

“Some of us may think that voting is easy, but not everyone does,” says Jane Hilderman, Samara’s Executive Director. “By demystifying the voting process, Vote PopUp is helping prepare a first-time or infrequent voter to make it to the polls on October 19th”.

**VOTE
POPUP**

About Samara

Samara Canada is dedicated to reconnecting citizens to politics. Established as a charity in 2009, we have become Canada's most trusted, non-partisan champion of increased civic engagement and a more positive public life.

Samara Canada's research and educational programming shines new light on Canada's democratic system and encourages greater political participation across the country to build better politics, and a better Canada, for everyone.

A samara is the winged "helicopter" seed that falls from the maple tree. A symbol of Canada, the samara is also a reminder that from small seeds, big ideas can grow.