



Wish You Knew More About Voting in the By-election and Referendum? There's an App for That!

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For Immediate Release

VICTORIA, BC — In an effort to make voting information as accessible as possible, the City of Victoria has launched an iPhone app for the upcoming by-election and referendum.

“Victoria’s largest demographic is between the ages of 25 and 39, a group that is also very active in communicating through social media,” said Katie Josephson, Director of Communications. “We’re looking at new ways of reaching Victorians and making elections information easier to access. The new *Victoria Votes* app complements other sources of voting information, including victoria.ca, Twitter and voter information cards recently mailed directly to every household. It’s just one more way that people can find out about the by-election and referendum and easily share that information with others.”

Available for free on iTunes, voters can download the app to their iPhone, iTouch or iPad. The app provides information including where to find the nearest voting station, who is eligible to vote, and identification requirements. Users can link to Twitter and Facebook to share the latest by-election and referendum news. It also points users to accessible options for those who might not be able to make it to a voting place on November 20.

The *Victoria Votes* app was developed by Purple Forge, the same company that created an elections app for Calgary’s municipal election in October. Calgary’s election realized a 20 per cent increase in voter turnout, largely attributed to an increase in younger voters.

“We are seeing more municipalities interested in using this type of technology as a way to engage with citizens who might not usually carry around a pamphlet or visit City Hall,” said Brian Hurley, President and CEO of Purple Forge. “This app makes accessing and sharing information that much easier for people who are already using the technology.”

General voting day for the by-election and referendum is Saturday, November 20. For more information and to download the app, visit www.victoria.ca. If you like the app, the City invites you to share it with your networks on Twitter and Facebook.

— 30 —

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