



**MEDIA ADVISORY**

**CONTACTS:**

Lon Walls at (301) 996-1669  
[lwalls@wallscomm.com](mailto:lwalls@wallscomm.com)  
Rachel Noerdlinger at (347) 821-9678  
[rnoerdlinger@mercuryllc.com](mailto:rnoerdlinger@mercuryllc.com)

**NATIONAL COALITION ON BLACK CIVIC PARTICIPATION & UNITY '20 PARTNERS TO HOST VIRTUAL NATIONAL ORGANIZING MEETING TO JOIN FORCES TO MAXIMIZE BLACK VOTER MOBILIZATION DURING COVID-19 PANDEMIC AND REDUCE BLACK UNDERCOUNT IN THE 2020 DECENNIAL CENSUS**

*The National Coalition and Unity '20 Partners Will Also Launch New Era Foot Soldiers for Democracy & #RuVoteReady Initiatives*

**WHO:**

The **National Coalition on Black Civic Participation (NCBCP)**, in partnership with A. Philip Randolph Institute, 100 Black Men of America, National Urban League, National Action Network, National African American Clergy Network, SEIU, Black Women’s Roundtable, Black Youth Vote! and other national and state-based partners.

**WHAT:**

A national organizing meeting to commemorate the 55<sup>th</sup> Anniversary of the signing of the 1965 Voting Rights Act and launch Phase 3 of the National Coalition’s *Unity '2020 Black Voting & Power Building Campaign* that includes:

- **“New Era Foot Soldiers for Democracy”** - A National Black Poll Worker & Poll Monitor Recruitment Drive.
- **#RuVoteReady** - A Public Awareness Initiative utilizing Social Media and Field Outreach to prepare black voters with voter assistance and protection information to vote-by-mail, early vote or vote at the polls.
- **#Do2In2020: Vote and Be Counted** - A Get Out the Vote and Get Out the Count Online & Field Mobilization Initiative.

**WHEN:**

Monday, August 10, 2020, 1:00 pm-2:30 pm, EDT

**WHERE:**

Live-streamed on the NCBCP Facebook platform at [www.facebook.com/NCBCP/](http://www.facebook.com/NCBCP/) and on [#RolandMartinUnfiltered Facebook, You-Tube and Periscope](#).

**WHY:**

The National Coalition and our partners believe if ever there was a time for Black leaders to join forces across generations NOW IS THE TIME!

The 2020 General Election is 89 DAYS AWAY and there is a need for ‘all hands’ on deck to ensure Black voters are armed with information to get ready to vote by registering and checking registration status; knowing how to vote by mail or absentee; voting early or voting on Election Day-November 3<sup>rd</sup>; and just as important, people need to know how to protect their right to vote!

Further, we are living in a global pandemic, COVID-19, that has impacted every single aspect of our lives, and our elections have not been exempt. We witnessed the adverse impact of COVID-19 during the 2020 Primaries in Georgia, Wisconsin and other states, where hundreds of polling places were closed or consolidated in part due to poll worker shortages. Further, Black voters experienced other voter suppression issues including long lines w/extreme wait times, issues with vote by mail, to name a few. In addition to the voter suppression issues amplified by COVID-19, there is a national shortage of over 250,000 poll workers needed across the nation.

The pandemic and the current Administration have also created havoc on our 2020 Decennial Census process. First, with the President's efforts to villainize the immigrant population by excluding them from representation. And now, [the U. S. Census Bureau announced](#) recently that field data collection and self-response options will be closed on September 30, 2020 instead of October 31, 2020

In addition, the 2020 Presidential Election and 2020 Decennial Census are taking place in the midst of a global *"Black Lives Matter Movement"* that is demanding an end to the unjust killing of Black people by police & vigilantes; the eradication of systemic racism in all its forms; and a call for economic, health and social justice!

States **Melanie L. Campbell**, President and CEO of the National Coalition on Black Civic Participation and Convener of the Black Women's Roundtable (BWR), *"There is a tsunami of challenges that are adversely impacting our communities' ability to vote without barriers, to be counted fairly in the 2020 Decennial Census, to survive COVID-19 and to live our lives without fear of being unjustly killed by police or white supremacists. The National Coalition and our partners are coming together at this historic moment--- because we are in a state of emergency.*

*"And in the in the memory of Congressman John Lewis, Dr. C. T. Vivian, Rev. Dr. Joseph E. Lowery, Breonna Taylor, George Floyd, Arnaud Arbery and so many others—Black leaders and our allies must join forces and get in 'Good Trouble' to ensure our people are able to leverage our power to move our Black agendas forward, ensure our people are able to survive & thrive; and save our democracy from peril one more time."*

###

The **National Coalition on Black Civic Participation (NCBCP)** is one of the most active civil rights and social justice organizations in the nation "dedicated to increasing civic engagement, economic and voter empowerment in Black America." The **Black Women's Roundtable (BWR)** is the women and girls empowerment arm of the NCBCP. At the forefront of championing just and equitable public policy on behalf of Black women, BWR promotes their health and wellness, economic security & prosperity, education and global empowerment as key elements for success. **Black Youth Vote** is the youth-led civic leadership, training and organizing arm of the NCBCP.



@ncbcp



@ncbcp



National Coalition on Black Civic Participation