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**EDITOR'S NOTES:** Interviews with Wear Your Vote founders to discuss campaign merchandise can be scheduled upon request. News photos of WearYourVote.com events and merchandise are also available upon request.

## **New Breed of Political Web Site Amplifies Individual Voices**

*WearYourVote.com addresses the growing trend of one-to-one campaigning; allows for individual activism*

ORLANDO, Fla. (November 4, 2007) – *Time* magazine's 2006 Person of the Year will have an enormous impact on the outcome of the upcoming presidential election. In case you've already forgotten, that person is "You." One year away from the 2008 general election, a new grassroots movement hosted at WearYourVote.com has launched to provide tools for voters to run person-to-person support campaigns.

Through the proliferation of blogs, the emergence of social networking Web sites and the continued fascination with instant communication, the 2008 run for the White House will be significantly impacted by millions of individual discussions in homes, around offices and on computer screens across the country. Inspired by that trend, this new movement is dedicated to arming voters with the tools they need to campaign for their candidates of choice.

Wear Your Vote was started by two politically active Floridians who had grown tired of false reports and renegade emails that had erroneously swayed their friends and family members in previous elections. Together the two have launched a new portal at WearYourVote.com where voters can come for unbiased information and assistance.

"Trust is the key issue," said Wear Your Vote co-founder Randy Pryor. "Voters are increasingly skeptical of what they read and hear, but they're much more inclined to believe a trusted friend, co-worker or family member. That's why it's imperative for voters to be educated and to have the tools needed to campaign one-to-one."

WearYourVote.com will feature news headlines, campaign facts and opinion pieces from varying points of view on multiple issues. Armed with this information, each visitor can make his or her own educated decisions and then obtain the tools he or she will need to start a personal campaign.

Of course, not everyone feels comfortable sharing their political views.

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“My mom used to tell me you never talk about money, religion or politics,” said Wear Your Vote co-founder Drew Crockett. “Now folks gab about wealth and faith all the time, but a lot of them are still mum when it comes to our elected leaders. Sorry, mom, but it’s time for us to wear our political views on our sleeves.”

Visitors at WearYourVote.com can do exactly that as the site features an extensive store where potential campaigners can shop for unique shirts, hats, stickers, buttons and other specialty items to use in their personal quests. In addition to a wide selection of items for candidates competing in national races, visitors can custom order merchandise to support any candidate in any state or local race.

“The campaign tools at WearYourVote.com go far beyond the stodgy old white t-shirt with a candidate’s name and an American flag,” said Pryor. “We’ve worked hard to provide quality items that people will be proud to wear in their daily lives – not just to a political rally.”

Throughout the campaign season, WearYourVote.com will release sales percentages to the media each Monday, so the public can monitor the impact personal campaign merchandise is having on the race.

“The 2000 and 2004 presidential elections were two of the closest in history,” recalled Crockett. “The 2008 race could honestly come down to a handful of votes I sway while wearing my candidate’s shirt at the grocery store.”

#### [About WearYourVote.com](#)

Wear Your Vote is a political activism movement committed to arming American voters with the information and tools needed to effectively campaign for their candidates of choice. WearYourVote.com features information on candidates in races ranging from local ballots to the run for the White House. Born from the emerging principle that one-to-one communications have an increasing impact on the way people view important issues, the site provides voters with the tools they need to show passion for any candidate. And WearYourVote.com is the authoritative source for monitoring the merchandise sales numbers of each candidate in the 2008 U.S. presidential race. For more information or to start your personal campaign today, visit [www.WearYourVote.com](http://www.WearYourVote.com).

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