



Wisconsin Elections Commission

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WEC Launches Statewide Awareness Campaign Promoting Official Election Website

MADISON, Wis. — The Wisconsin Elections Commission launched a new statewide awareness campaign this week promoting the state’s official website, MyVote.wi.gov, to make sure voters have access to accurate and reliable election information.

The campaign message highlights the website in a friendly, relatable way — one that speaks directly to Wisconsin voters. With messages like, “Get your ducks in a row,” and “The big cheese when it comes to voting information,” WEC worked with Vendi Advertising in La Crosse to make sure its message breaks through the clutter. The campaign includes digital display ads and a radio spot.

The outreach campaign is not a voter registration campaign, but instead is an effort to ensure that all Wisconsin voters have access to the accurate information they need to register to vote, vote, and understand how the process works.

“The sheer amount of election information available to voters these days can be overwhelming,” said WEC Administrator Meagan Wolfe. “We want voters to know that MyVote.wi.gov is their one-stop resource to get official election information ahead of Nov. 5. They can check upcoming deadlines and get other important details—all in one website.”

Key features of MyVote.wi.gov:

- Find your polling place
- See your sample ballot
- Make sure your registration is up-to-date
- Register to vote online
- Search your voter history
- Request an absentee ballot
- Track your absentee ballot

Important upcoming voter registration deadlines

Oct. 16: Register online or by mail

Nov. 1 (by 5 p.m.): Register in your municipal clerk’s office

Nov. 5 (7 a.m.-8 p.m.): Register to vote at your polling place

Help spread the word, Wisconsinites. Official election information is always available at MyVote.wi.gov. Sample images and audio files of the campaign ads are available [here](#). Media outlets are encouraged to use the sample images/audio files if they remain unaltered. Please contact electionspio@wisconsin.gov if your media outlet would like to be sent all the digital and audio files.

Wisconsin Elections Commissioners

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