



MEDIA RELEASE

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For Immediate Release

Voto Latino and SERVE 60™ Team Up With PR Campaign to Get Out the Vote by Giving Back During Daylight Saving Time Weekend

WASHINGTON, DC (October 25, 2012) – “Change Your Clock. Change The World”.

That’s not just the slogan of the national volunteer initiative, SERVE 60™it’s exactly what the organization along with nonprofit partner, Voto Latino hopes millions of American Latinos will do when Daylight Saving Time ends on the weekend of November 4. This fall, when we gain an extra hour, SERVE 60™ and Voto Latino hope young people all across America will pledge to “give back” their hour and help get out the vote for this year’s Presidential Election.

SERVE 60™ and Voto Latino have teamed up to create a unique public relations campaign that combines social media, diversity, civic responsibility, volunteering and community service. The nonpartisan campaign activates a powerful message and “call to action” to motivate youth all across America to take a pledge to use the extra hour gained over Daylight Saving Time weekend to help get out the vote (GOTV). Young people will be asked to pledge to use their extra hour and help get out the vote by volunteering at the polls on Election Day, working phone banks, gathering a group of friends to distribute literature or even helping make sure elderly citizens can get to the polls on Election Day. To find out more about opportunities to volunteer in your area, text “serve60” to 73179 for specifics about volunteering with Voto Latino.

Founded in 2004 by Actor, Director and Activist, Rosario Dawson, Voto Latino has received numerous awards and national press recognition for its unique focus on diversity and civic responsibility. “Voto Latino has worked diligently and strategically to build our organization, promote American Latino issues and help reshape the American political process,” stated Jessica Reeves Marketing and Partnerships Director of Voto Latino. “We help young Americans claim a better future by voting and engaging in the political process,” she added.

Promoting and facilitating volunteerism and community service as well as raising awareness of nonprofits is the mission of SERVE 60™. The national grassroots initiative is designed to increase community service and volunteerism in America for at least 60 minutes at a time, anytime throughout the year, but especially during Daylight Saving Time Weekends when the organization asks all Americans to take the 60 minutes lost or gained and volunteer at a nonprofit or serve within their communities.

The initial collaboration between Voto Latino and SERVE 60™ began in early October with a call to action to ensure American Latinos were registered to vote before various deadlines occurred in multiple states across the U.S. Phase two of the partnership begins with a "call to action" and Twitter Town Hall Meeting on Thursday October 25 with both organizations using facebook, twitter, their respective websites and other social media platforms as well as celebrities to encourage Latino youth to begin thinking about how they can make an impact on this year's election by giving back their hour gained during Daylight Saving Time weekend on November 4. The mission of SERVE 60™ is to encourage at least 60 minutes of volunteering and community service during Daylight Saving Time weekends.

"We are truly excited to partner with Voto Latino for such an important mission and cause," stated L. Maxwell McKissick, Founder of SERVE 60™. "Giving back comes in many forms including civic responsibility so partnering with Voto Latino and unifying our efforts on this PR campaign to get out the vote and engage the next generation in the political process was a natural fit," added McKissick.

Beyond the shared mission of the PR campaign, Voto Latino and SERVE 60™ will seek to determine how many individuals will join both movements through sign ups on their respective social media channels including facebook and twitter. SERVE 60™ also hopes to continue building its national database of prospective volunteers ready to give one hour for a good cause.

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ABOUT:

Voto Latino Founded in 2004 by Actor, Director and Activist, Rosario Dawson, Voto Latino is a next generation, constituency based organization that empowers American Latinos to claim a better future by voting. United by the belief that Latino issues are American issues and American issues are Latino issues, the nonprofit is dedicated to bringing new and diverse voices into the political process by engaging youth, media, technology and celebrities to shake up the political process. Voto Latino has received numerous awards and national press recognition for its unique focus on diversity and civic responsibility. Visit their website at www.votolatino.org

SERVE 60™ is a national grassroots initiative designed to increase service and volunteerism in America for at least 60 minutes at a time anytime throughout the year but especially during Daylight Saving Time Weekends when we ask all Americans to donate the 60 minutes lost or gained to a nonprofit or the community. The SERVE 60™ website connects those who want to serve with those in need of volunteers. The website offers a searchable database of volunteer opportunities throughout the country by typing in your local zip code. For more information about SERVE 60™ or to learn how you can become a part of the volunteer movement, please visit their website at www.serve60.com