



FOR IMMEDIATE RELEASE
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PRESS RELEASE

Concerned Women for America Kicks off She Votes 2012 in Florida

Nance: "The time is now for women in 'The Sunshine State' to stand up and let their voices be heard."

Washington, DC - Concerned Women for America (CWA) President Penny Nance announced today the launch of She Votes 2012 in Florida, part of a million-dollar nationwide campaign to get out the vote in the November general election. The goal is to raise awareness and activism of women, resulting in stronger conservative leadership on the state and national level.

"We know that when conservatives vote their values, they elect men and women whom CWA and CWA members can work with to see that founding principles are applied and enacted into law," CWA President Penny Nance said. "We need conservatives in 'The Sunshine State State' to turn out in great numbers in order to get legislation passed that will move our great country back to a secure footing."

"Everyone who is committed to preserving traditional values of faith, family, and freedom needs to help elect strong conservative leaders," said Florida CWA State Director Terri Johannessen. "This is a critical election year and the time is now to energize Floridians to make a difference for today and for generations to come."

The She Votes 2012 campaign will work to mobilize members in key states to change the trajectory of our nation through grassroots education and activism. Organizers will focus on three main areas:

- Voter registration
- Voter identification
- Voter turnout

Field directors will use phone-banks, social media, and public events to encourage voter participation. They will work with state CWA chapters, other organizations, and local churches as they carry out the mission of She Votes 2012.

CWA is the nation's largest public policy women's organization and is uniquely positioned to connect with and advocate for women and families. Over the past three decades, CWA has built an effective grassroots network of conservative activists, which includes 500,000 constituents and 600 chapters reaching women, families, and cultural leaders.

To learn more about She Votes 2012, please go to www.shevotes2012.org

If you would like to schedule an interview with CWA President Penny Nance or Florida CWA State Director Terri Johannessen, please contact Alice Stewart at alicestewart1@msn.com or 202-365-5654.

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Concerned Women for America