



Bruce Elfant, Travis County Tax Assessor-Collector and Voter Registrar

News Release

Communications Division

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FOR IMMEDIATE RELEASE

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Texas Longhorns, Travis County Tax Office team up to celebrate, promote National Voter Registration Day

AUSTIN – Coach Tom Herman and three University of Texas football players, Chris Brown, Josh Thompson and Joseph Ossai, teamed up with the Travis County Tax Office to create voter registration public service announcements in time for Tuesday’s National Voter Registration Day.

“As a Texas-ex, I cannot tell you how proud and grateful I am for Coach Herman, the Longhorns and the University of Texas Athletic Department helping to promote voter registration,” said Bruce Elfant, the Travis County voter registrar and tax assessor-collector. “The voter registration cutoff in Texas is Oct. 5 for the November presidential election and we are down to the wire to register eligible voters.”

Voter registration is a nonpartisan activity. You can view the Longhorn public service announcements with:

- Longhorn Coach Tom Herman : Register to vote, <https://youtu.be/OQyZTURfShY>
- Longhorn Chris Brown on Text2Register, <https://youtu.be/SdsfPCVBWb0>
- Longhorns: Register. Be Counted. Vote!, <https://youtu.be/qi5dq-wFogc>
- Longhorn Coach Tom Herman & players Josh Thompson, Joseph Ossai and Chris Brown, <https://youtu.be/UWsSGRwmHi0>

National Voter Registration Day, celebrated on the fourth Tuesday in September, is a coordinated, nationwide voter registration effort where universities, libraries, businesses,

nonprofit organizations, volunteers and government entities blanket their communities with opportunities for eligible citizens to register to vote or update their voter registration information.

Travis County recently shattered its voter registration record by registering more than 95 percent of the county's eligible voters.

"Every day, new residents move into Travis County who need to register to vote and people change their residence and need to update their voter registration information," Elfant added. "It's also a challenge to reach our young people and we expect the Longhorn football public service announcements will help us reach that audience. I want to personally thank the Longhorn football team for their support of our voter registration efforts."

Everyone is invited to participate in Elfant's Facebook live event at Noon, Tuesday, www.facebook.com/TravisCountyTaxOffice/live, to learn how and where to register to vote before the deadline.

The Covid-19 pandemic initially sidelined the tax office's more than 7,000 volunteer deputy registrars, but that didn't last long. Today, they are putting their voter registration tables up in their yards, driveways, parks, farmers' markets, creating drive-thru voter registration on neighborhood streets and some are using the Next Door app to notify neighbors they will meet anyone who needs to register to vote in their yards.

The tax office offers contactless voter registration. Text "register" to 48683 (IVOTE) and follow the prompts on how to register to vote in Travis County.

Early voting begins Oct. 13. Election day is Tuesday, Nov. 3.

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NOTE: *Broadcast, digital and print media outlets may post the Longhorn/Tax Office public service announcements on their websites, social media and blogs to inform citizens about voter registration and the voter registration deadline.*

The **Travis County Tax Office** annually collects more than \$4 billion in local property taxes for 132 local government entities and \$4 million in fines and fees for Justice of the Peace and County Courts at Law. The office registers and titles almost 1 million vehicles, registers over 800,000 voters, and supports elections for 201 local government entities. The Tax Office operates five locations in Travis County and many services are available online.