



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

# News Release

Communications Division

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## MEDIA ADVISORY

Aug. 3, 2015



*“The right to vote is the basic right without which all others are meaningless,” - LBJ*

## News Conference:

**10:30 a.m., Thursday, Aug. 6**

**10<sup>th</sup> Floor, Brown Room**

**LBJ Presidential Library, 2313 Red River St., Austin**

Great Travis County Voter Registration Challenge officially launches with a voter registration drive and new cell phone tool – believed to be the first in the country – to obtain a voter registration application.

The news conference is part of the 50<sup>th</sup> anniversary celebration of the landmark Voting Rights Act that was signed into law by President Lyndon Baines Johnson on Aug. 6, 1965.

Program includes:

**Welcome** – Mark K. Updegrave, Director, LBJ Presidential Library

**Remembering the Poll Tax & Voter Discrimination** – Susie Sansom Piper, 93, historian, author, poet, playwright, a former high school principal of an African-American school before desegregation and a member of St. James Missionary Baptist Church in Austin recalls what it was like in Texas before the Voting Rights Act and what its passage did for the community.

**Great Travis County Voter Registration Challenge** – Bruce Elfant, Travis County Tax Assessor-Collector & Voter Registrar

**The Cell Phone Tool** – Joe Christie, former Texas senator, who spent two years developing the new cell phone tool designed to make it easy anyone, especially millennials, to register to vote.

**Why Young People Should Register to Vote –**

- Andy Hogue, Travis County Republican Party Communications Director
- Joe Deshotel, Travis County Democratic Party Communications Director

**Immediately following the news conference**, interviews with speakers are available in the library's Great Hall where a reception and active Voter Registration Drive will be taking place. Members of the Johnson family may also be available for interview. Community and religious leaders are invited to attend.

**Parking and Library admission** are free from 9 a.m. to 5 p.m., Thursday, Aug. 6, so everyone can participate in the Voting Rights Act celebration.

**An LBJ Library Voting Rights press kit** that includes photos and film clips, is available online at <http://www.lbjlibrary.org/mediakits/votingrightsact>.