

Boost Mobile Partners with Rock the Vote, Empowering Voters and Driving a Stronger Democracy

Sept. 10, 2024 -- Boost Mobile and Rock the Vote, a nonpartisan nonprofit dedicated to driving Americans to the polls, have joined forces to empower voters, encourage voter turnout and bolster civic engagement in the upcoming election.

In the 2020 U.S. presidential election, there was a high turnout rate of around 66.8% of eligible voters. Of these voters, many were first-time voters with around 50% of eligible young voters exercising their right to vote, compared to about 43% in 2016. This growth trend is expected to continue in this year's election, making it even more important to provide easy access to election resources and voter registration centers.

Boost Mobile is furthering its commitment to social impact by offering voter registration services at its Boost Mobile stores. These locations will operate as voter registration hubs, providing local communities with election resources and information and the opportunity to register to vote.

"Boost Mobile is proud to be embedded in our local communities, assisting with connectivity and critical resources to empower engagement," said Sean Lee, SVP of Consumer Products and Marketing at Boost Mobile. "We are excited to partner with Rock the Vote to do our part in ensuring everyone has access to and the ability to exercise their vote this election year."

The partnership with Rock the Vote aims to ensure that everyone has the tools needed to exercise their right to vote in this election. Rock the Vote, known for blending music, art, civics, and technology to engage young voters, focuses on voter registration, education, and mobilization. Through this collaboration, Boost Mobile plans to expand its civic engagement initiatives by empowering customers and community members to take part in civic action.

"Gen Z voters are a pivotal force in this election," said Carolyn DeWitt, President and Executive Director of Rock the Vote. "We are thrilled to partner with Boost Mobile to reach and empower new, young voters with tools and resources in their own hands to ensure this generation can exercise their right and vote for their future."

Starting today, you may visit the Boost Mobile [retail location near you](#) to gain information and sign up to vote, check your registration status, make a pledge to vote or request an absentee ballot.

The 2024 presidential election is right around the corner. Don't miss out on your chance to be heard. Your voice, your vote.

Additional assets available online: [Photos \(1\)](#)

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