

# FOR IMMEDIATE RELEASE:

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## Election 2008 – Live from a Neighborhood Near You

New York, NY, October 29, 2008 — Kicking off in New York City October 24<sup>th</sup> and preparing to stretch through non-traditional battlegrounds of Mississippi and New Mexico, [Pushback Network \(PBN\)](#) is getting down on the ground with the people pushing civic engagement to new heights. From **November 1<sup>st</sup> through November 7<sup>th</sup>, 2008**, Pushback Network staffers [Brigid Flaherty](#) and [Jason Cooper](#) are pairing up again with [Samiya Bashir](#) for a live and direct multi-media project.

Through this project, PBN will capture the non-partisan, on-the-ground, electoral field programs in two of our states: [Mississippi](#) and [New Mexico](#). “The truth is that the electorate is changing,” said Cooper, “and people are getting involved in record numbers not just in voting, but in educating themselves and their neighbors about the issues at stake in their communities. Pushback Network partners drive the ground game locally in eight states across the country. We’re going where history is being made in civic engagement and putting it on the record not just for Election Day, but for what’s next.”

The Project will track Flaherty and Cooper as they traverse the states documenting efforts live through in-person interviews using *photo*, *video*, and the latest *micro-blogging* tools. The days up to, through, and beyond November 2<sup>nd</sup> will be tracked using [PBN’s Tumblr blog](#), its website, and online social networks.

“Democracy doesn’t end on Election Day,” said Robby Rodriguez, executive director of South West Organizing Project. “We’ve got to invest in local groups that are doing the work before, during, and after the election season. Pushback understands that the changes we make in New Mexico bubble up to change the country.”

Cooper will be traveling from the Delta through and across Mississippi working with groups like [Southern Echo](#), **Parents and Youth United for a Better Webster County**, **Activists with a Purpose**, **Action Community Education Reform**, **Citizens for a Better Greenville**, **Concerned Citizens for a Better Tunica County**, **Sunflower County Parent Student Organization**, and **Fired Up!** Flaherty will be traveling through battleground hot-spot of Albuquerque across New Mexico with leading community organizing groups of [South West Organizing Project](#) and [SAGE Council](#).

“This system is so often about tearing people down,” said Leroy Johnson, executive director of Southern Echo. “They tell us we’re too poor; that the system is too sophisticated and complicated for us to comprehend. We tell our community that we believe in them. We give them the skills and allow them to do it. From there they can do it better than anyone else.”

PBN has grown in two years to eight states, [Alabama](#), [California](#), [Kentucky](#), [Massachusetts](#), [Mississippi](#), [New Mexico](#), [New York](#), and [Nevada](#), by creating opportunities for increased networking, training, funding, and resources to help the best community-based organizing groups grow to the scale needed to do their work better. Organizers and communities around the country have heard PBN’s mission. The Project will show what PBN’s work to fuse community organizing and voter engagement work to mobilize people of color, poor people, and young people looks like in action.

Check back each day to see where we are with preparations, and see the organizing work happen in near-real-time through the post-election wind-up November 7<sup>th</sup>. Don’t miss the work we’ll be sharing from other state-wide partners who we’ll be keeping up with every day as well to see how integrated voter work builds and strengthens organizations, creates leaders from contacted voters, and shifts public consciousness towards an agenda that supports progressive social values.

