



'Midnight Madness'

Program Overview

October 20, 2008
5:00 p.m., to
Midnight



'Midnight Madness' Voter Registration Program Goals

Dean Logan, LA County Registrar Recorder is collaborating with Clerk's throughout LA County.

- Raise awareness of the voter registration deadline Oct 20, 2008.
- Maximize the opportunity for voters to participate in the Nov 4, 2008, Presidential Election.



'Midnight Madness' Preparation

- Staff will set up registration table at the City Civic Center entrance on Ocean Blvd. ([Civic Center Area Map](#))
- One lane closure on Ocean Blvd between Pacific Ave and Civic Center entrance.
- Public Works staff will assist with providing the lights and directing traffic.

'Midnight Madness' Advertisement

- Public Service Announcements.
([Register to Vote PSA](#))
- Electronic Billboards (Long Beach Terrace Theatre and Cal Worthington signs).
- Press Releases (Both LA County and City).
- Signs posted in various areas of the Civic Center.

Important Dates to Remember.....

- Sept 25 – Oct 14, 2008
Sample Ballot Pamphlets mailed
- Oct 6 – Oct 28, 2008
Apply for a Vote-by-Mail Ballot
- Oct 20, 2008
Last day to register
- Nov 4, 2008 – **Election Day**
(Vote-by-Mail ballots must be turned in by 8:00 p.m., or postmarked by 11/4)



For more information visit: www.LAVOTE.net



CITY OF LONG BEACH COLLABORATES WITH COUNTY
ON
MIDNIGHT MADNESS

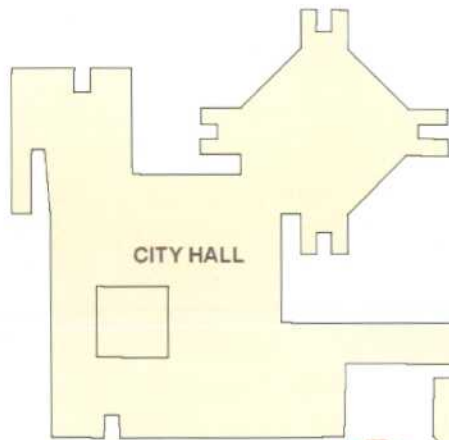
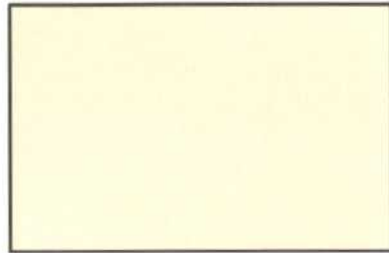


OCTOBER 20, 2008
5:00 PM - 11:59 PM

W BROADWAY



W BROADWAY



PACIFIC AVE



W 1ST ST



W OCEAN BLVD