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Youth Lead the Nation in New Online Campaign

In *If I Were President* video contest, young people share their ideas and take action

WASHINGTON – During this presidential election cycle, the campaigns have put online tools front and center—raising money, organizing events, and getting their message out. But those tools aren't reaching young people who don't identify with just one party, haven't been involved in elections before and feel more strongly about issues than politics.

One Economy Corporation, a global nonprofit, announced today the launch of 247Townhall's "If I Were President" campaign—an online effort that captures the aspirations of young people across the country, sharing their vision for the next four years. Partnering with the Marguerite Casey Foundation, this contest inspires young people to engage with each other and identify solutions to problems in their communities.

Building on its history of using technology to connect people to information and resources, One Economy has launched a new website, 247 Townhall (www.247townhall.org), to challenge young people in America at all economic levels to reclaim their voice, gain leverage in the political process and make changes in their own lives.

247 Townhall's *If I Were President* campaign is partnering with musicians, personalities, and intellectual leaders from all political stripes—including Mos Def, Martin Luther, and Kimiko Joy—to promote greater civic engagement and leadership among underserved young people. In the run-up to the election, the campaign is gathering and distributing user-generated videos about national and local issues, all prompted by the phrase "If I were president...." More than anything, *If I Were President* provides an outlet for people to voice the changes they want to see in their communities and across the country. The top 10 most-viewed user-generated videos on the site will receive a free video camera.

"America's youth have fresh ideas for our country—ideas we badly need," said 247 Townhall Managing Editor Mohammed Soriano Bilal. "*If I Were President* inspires young people to express their opinions and get involved."

Through October 8, 2008, participants may register, create and submit their *If I Were President* videos on 247 Townhall. The winners who produce the top ten most popular videos will be announced and awarded prizes—including video cameras— by October 15. For detailed contest rules, please visit to www.247townhall.org/writing/635.

About One Economy

One Economy Corporation is a global nonprofit that uses innovative approaches to deliver the power of technology and information to low-income people, connecting them to valuable tools for building better lives and entering the economic mainstream. Visit www.one-economy.com for more information.

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