



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

News Release

Communications Division

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FOR IMMEDIATE RELEASE

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Elfant, Austin High School students star in PSAs designed to encourage 18-year-olds to register to vote

AUSTIN, Texas – How do you interest 18-year-olds in registering to vote in Travis County? Put Voter Registrar Bruce Elfant on a scooter with a pickle, of course!

Elfant, who is promoting the county's Text2Register program, stepped out of his comfort zone to help an Austin High School student understand how voting can make a difference in the quality of his recreational activity.

The spot is one of two featuring Austin High School students Tommy Wangemann, Joey Garvey and Sam Tagle portraying 18-year-olds who need to register to vote. In each spot, the teens are told to text the word "Register" to 48683 (IVOTE) to receive a free postage-paid voter registration application.

Wangemann and Garvey are featured in a 60-second public service announcement that shows the two playing a video game and deciding whether to register to vote. The two do decide to send the text to become registered voters, making them feel like adults – until they are called off-camera by Garvey's mother, played by Kelly Tagle, to the dinner table, reminding the "boys" they are still growing into adulthood.

In the next spot, featuring Sam Tagle and Elfant, the teenager is seen taking a tumble on a skateboard after running into a rough surface. Tagle complains that he may have to stay home on the couch and eat pickles if the skateboard surface isn't improved. Elfant reminds the teen that through voting he can decide to select candidates who care about his issues, such as keeping skateboard areas safe. Elfant instructs Tagle to sign up to vote, gives him a pickle and scooters off.

The lighthearted announcements are designed to appeal to young and old alike, hoping a little humor and reminders about the responsibility of voting might help to improve the county's voter participation.



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“I don’t think Hollywood will be calling me anytime soon,” Elfant says. “Besides, I like my day job and voter registration *is* my day job.

“I want to thank Sam, Tommy and Joey for being such good sports and helping us to spread the word about the importance of voter registration and our Text2Register program,” Elfant added.

The public service announcements were produced by Travis County Media Services and will air regularly on the Travis County cable access channel.

You can view the public service announcements on the Travis County Tax Office:

- Facebook page, www.facebook.com/TravisCountyTaxOffice
- You Tube Channel, www.youtube.com/TravisCountyTax

ATTN MEDIA: You may download and have permission to use (on the air, websites, social media outlets) HD mp4 versions of the public service announcements at https://www.dropbox.com/s/v2q2zeeunk4ri2v/PSA%20Text2Reg%20_FINAL.zip?dl=0 and https://www.dropbox.com/s/t4uebffs3pjczy8/PSA%20Text2Reg%201_FINAL.zip?dl=0



The **Travis County Tax Office** annually collects more than \$3 billion in local property taxes for 117 local government entities and \$4 million in fines and fees for Justice of the Peace and County Courts at Law. The office registers and titles almost 1 million vehicles, registers over 600,000 voters, and supports elections for 201 local government entities. The Tax Office operates five locations in Travis County and many services are available online.