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65% or More of 18-29 Year Old Voters Will Turnout Next Week

Millennial Generation Voting Will Increase 35% from 2004,

Changing the New Voting Landscape for Good

New York, New York [October 29, 2008] – According to Eric Greenberg, author of “Generation We: How Millennial Youth Are Taking Over America and Changing Our World Forever,” there will be a record increase in voter turnout in the youth vote that will decide the 2008 Presidential Election.

“The evidence so far indicates a massive increase in youth participating in the election a week from today,” Greenberg noted. “Based on the numbers we have analyzed, I believe that 85 to 90 percent of the youth vote will turn-out on Election Day, a record 35 percent increase in just four years. That is the sound of the world changing.”

Greenberg has been polling and interviewing youth voters across the nation and has now created www.Gen-We.org to organize and mobilize the Millennial Generation through petitions, a call-to-action video, polling numbers and his book.

The Millennial Generation, those 95 million Americans born between 1978 and 2000, will be part of larger youth movement that will tip the balance of 2008 presidential election one week from today, according to entrepreneur and author Eric Greenberg.

Evidence from the previous presidential election is instructive. In 2004, 81.6% of registered 18-29 year olds voted in the Presidential elections. Only 60% of 18-29 year olds were registered to vote in that election. If more youth were registered to vote, and voted, John Kerry would have won the 2004 election, as 18-24 year olds favored Democrats 56 to 43 percent.

With massive voter registration and turnout operations in place, more younger Americans than ever will participate in the electoral process in 2008. According to a USA Today/MTV/Gallup Poll released on October 6, 2008, 75% of eligible 18-29 year olds are registered to vote in the coming Presidential election. If this data holds true, it represents an increase of 25% since 2004, the largest increase in age group voter registration in the last 50 years. If only 81.6% of these voters turns our next Tuesday, like they did in 2004, then the under 30 vote will be a record 61.2% turnout.

“With the heightened interest among the Millennial Generation around this election and the unprecedented get-out-the-vote efforts being undertaken, all signs point to a new political epoch,” said Greenberg. “This election season is the start of something much larger: a generational shift American politics.”

“We live in difficult times, with an economy in the tank, decreasing jobs and security for the young, environmental havoc, a seemingly endless war, and dangerous foreign oil dependency. The youth have noticed. They want to repair the American dream.”

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