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**CAMPUS ADVANTAGE TEAMS WITH STUDENT ASSOCIATION FOR VOTER EMPOWERMENT (SAVE) AND HEADCOUNT TO PROMOTE STUDENT VOTER EDUCATION**

**Austin, Texas—September 15, 2008—**Campus Advantage, a world-class student housing management and development company, today announced its partnerships with the Student Association for Voter Empowerment (SAVE) and HeadCount, a non-partisan organization dedicated to facilitating voter registration and participation through the power of music, to educate students and their advisors about available voting resources.

With the election rapidly approaching and constant buzz surrounding even the smallest update to a campaign's platform, one issue that has gone largely unnoticed is the substantial barriers that many college students face when trying to vote. To help reduce these hurdles, Campus Advantage, SAVE and HeadCount are working together to educate potential voters about registration and election protections so that more students will have their voices heard in November.

“Our goal at Campus Advantage is not only to provide an excellent community atmosphere for students, but is also to give our residents opportunities and educational resources that encourage their growth as individuals,” said Dan Oltersdorf, vice president, Residence Life for Campus Advantage. “By partnering



with SAVE and HeadCount, we hope to provide these important resources to as many student and university leaders as possible.”

In addition to providing educational materials to students and student leaders, Campus Advantage, SAVE and HeadCount will also provide resources and incentives for campus-based voter registration programs already underway. This support will include assistance with email blasts, phone banking, text messaging, direct mail and door-to-door outreach. Additionally, HeadCount is offering a number of extraordinary incentives to the on-campus groups that register the most students to vote, including the chance to win a concert with Death Cab for Cutie, six (6) 10,000 scholarships and the opportunity for 50 students to attend the upcoming Constitutional Convention 2.0 event in Philadelphia.

"This partnership enables us to reach more students and provide an essential service at the time it is needed most," said Andy Bernstein, executive director of HeadCount. "We have all the pieces here for an initiative that could have a very broad impact."

As a result of this partnership the following resources and materials are available to any interested non-partisan, legally-compliant student organization or on-campus group:

- Databasing services for voter registration forms
- Get Out the Vote activation (including emails, phone banking, text messaging and some direct mail or door-to-door)
- Signage and promotional materials in PDF formats
- Training materials, including tips and step-by-step guides for how to navigate local election law and student residency requirements



- Automatic entry into "Ultimate College Bowl" contest (campus that registers the most voters receives a free concert from Death Cab for Cutie. Top 6 students who register the most voters win \$10,000 scholarship. Top 50 students receive trip to Philadelphia for Constitutional Convention 2.0)
- Contact info for bands interested in playing campus events

“By partnering with Campus Advantage and HeadCount we hope to bring our mission of voter empowerment and education to a new audience of students and their mentors,” said Matthew Segal, founder and executive director of SAVE. “SAVE is dedicated to bringing attention to the important issue of student disenfranchisement and we’re pleased that such diverse organizations are willing to stand with us in this effort.”

Student leaders and administrators interested in more information about voter registration and education resources are encouraged to visit the special Election 2008 section at [www.residentassistant.com](http://www.residentassistant.com).

### **About Campus Advantage**

Campus Advantage (CA) is an Austin-based real estate firm that specializes in the management and development of student housing in 20 states. Campus Advantage currently manages approximately 30,000 beds, serving 36 universities across the nation. Campus Advantage works to create winning partnerships between colleges, universities, investors, developers and owners in an effort to help students achieve their academic and personal goals. With over 900 employees, Campus Advantage is committed to providing innovative and customized solutions for premier student housing communities. For additional information, visit [www.campusadv.com](http://www.campusadv.com).

### **About Student Association for Voter Empowerment**

SAVE is a non-partisan, non-profit organization on over 30 college campuses, founded and run by students, with a mission to increase youth voter turnout by removing access barriers and promoting stronger civic education. To learn more, please visit [www.savevoting.org](http://www.savevoting.org).



**About HeadCount**

HeadCount is a 501(c)3 non-partisan organization dedicated to registering voters and inspiring participation in democracy through the power of music. Since its inception in 2004, the organization has registered over 70,000 voters.

HeadCount's board of directors includes Bob Weir of the Grateful Dead, other well-known musicians, and the very top managers, promoters and media publishers in the live music community. More information can be found at [www.HeadCount.org](http://www.HeadCount.org).