



Academy-award winning director Errol Morris has teamed up with CHI & Partners NY to address the alarming issue of declining voter turnout amongst young adults between the ages of 18-24.

The featured video entitled "11 Excellent Reasons Not To Vote", explores the apathetic, genuine, and quirky reasons that dissuade young adults from voting, along with other fun and personal reasons that may help them overcome these obstacles and participate in this year's election.

A second series of films spotlight individual voters and their unique outlook on the electoral process.

"11 Reasons Not To Vote" will be featured on NYTimes.com and drive viewers to ourtime.org where they can view the entire film series and pledge to vote.

Credits:

Project Name:	11 Excellent Reasons Not To Vote
Live Date:	October 30, 2012
Media:	Online
Agency:	CHI & Partners NY
Executive Creative Directors:	Jeff Anderson, Isaac Silverglate
Creatives:	Ronnie Lee, Patrick Regan
Head of Production:	Dana May
Account Director:	Zoey Taylor
Production:	Moxie Pictures
Director:	Errol Morris
DP:	Robert Chappell
Executive Producer:	Robert Fernandez
Producers:	Julie Ahlberg, Amanda Branson Gill
Editors:	Doug Abel, Steven Hathaway, Dan Mooney, Nick Rondeau (Arcade),
Researchers:	Josh Kearney, Max Larkin
Music:	John Kusiak

75 Spring Street, 2nd Floor
New York, NY 10012
Main: 212-775-8961