



CUMBERLAND COUNTY CLERK'S OFFICE

CUMBERLAND COUNTY COURT HOUSE
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CELESTE M. RILEY
COUNTY CLERK

OMAREY WILLIAMS
DEPUTY COUNTY CLERK

Dear Mayor,

I'm writing to share an exciting initiative the Clerk's office is piloting this year aimed at increasing voter turnout in Cumberland County.

Four years ago in the last midterm election, just 34% of registered voters in the county cast a ballot – only one out of three. We know we can improve on that this year. The more voters who participate here, the more clout we have at the state level and across the region. We want to make sure that Cumberland Counts.

So, we've come up with an idea to insert some friendly competition between the county's 14 municipalities.

We call it the *Turnout Trophy* – a one-of-a-kind trophy that goes to the town with the highest percentage voter turnout. Now, here in Cumberland County, it won't just be candidates who win. One of our towns will be the *Turnout Trophy* champion and in the process, we hope to see an increase in our turnout.

Rally your neighbors. Promote your town pride. Get everyone to the polls on Election Day or encourage Vote by Mail. Power *your* town to the first ever Cumberland County Turnout Trophy. Will it be Millville over Vineland? Bridgeton over Hopewell? Or might Greenwich, Downe or Shiloh take the Trophy and the bragging rights for the next year?

It's all about showing up November 6th or even voting early. The winning town keeps the Trophy until next year when they have to defend it.

The most important goal is increasing voter turnout in Cumberland County and we hope this friendly competition between our towns will be an added incentive for our residents to cast ballots.

Tomorrow night, I'll be officially announcing the *Turnout Trophy* at the Freeholder meeting. The Clerk's office will be reaching out to residents via social media over the next few weeks and we will be in touch with the mayors as well. If you want more information, or have any ideas for stimulating more interest in the competition, please contact me or my deputy Omarey Williams.

Sincerely,

Celeste M. Riley
Cumberland County Clerk