

Multichannel **NEWSWIRE**

WWE Talks Cell-Phone Voter Registration

By Christian Lewis

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World Wrestling Entertainment launched an online campaign encouraging young adults to register to vote via mobile phones.

The media and entertainment company is using TxtVoter, a text-messaging tool from nonprofit organization Mobile Voter, which allows users to register by texting the keyword "WWE" to 75444. Reminders to vote will then be sent to those who register through the program.

"WWE encourages all of its fans 18 years of age or older to participate in our democracy by registering to vote and voting on Election Day. We feel that mobile is the wave of the future and our future depends on these voters registering and getting to the polls on Election Day," said Gary Davis, executive director of WWE's Smackdown Your Vote! initiative.

Smackdown Your Vote! was founded in July 2000 to encourage young people to get involved in the political process.

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