



**FOR IMMEDIATE RELEASE:** April 25, 2022

## **Voter's Edge Launches Key Partnerships with California Public Media Stations and Los Angeles Times**

*Online Guide Provides Comprehensive, Unbiased Information for California Voters*

April 25, 2022 - [Voter's Edge California](#), a comprehensive online voter guide in English and Spanish, announced today it is partnering with multiple California public media outlets as well as the Los Angeles Times to offer comprehensive, unbiased information on candidates and ballot measures from the top of the ticket down to the local level for California voters. Voter's Edge users can explore candidates' priorities, endorsements and top donors, as well as ballot measure explanations and campaign funding.

In 2022, Voter's Edge partners include KQED, KPBS, KPCC, Capital Public Radio, KCRW, the California Newsroom, and the Los Angeles Times. Voters in California will head to the polls for the primary election on June 7, but many voters will vote by mail beginning in May.

To use the guide, voters simply enter in their home address and Voter's Edge shows a personalized page with all the contests that will appear on the user's ballot, including: endorsements; funding sources; editorials; news articles; biographies, and more.

Voters can also use Voter's Edge to find their polling place or vote center and can mark and print their choices to bring to the polls or share with family and friends via social media. Voter's Edge is a joint project of MapLight and the League of Women Voters of California Education Fund (LWVCEF).

"Propaganda and disinformation are being used to undermine our democracy and discourage voters from participating. Voter's Edge is the antidote to that misinformation and puts the facts in the hands of voters, ensuring that they can vote with confidence on Election Day," said Stephanie Doute, Executive Director, League of Women Voters of California Education Fund. "Partnering with trusted media outlets like public media and the Los Angeles Times ensures voters are getting the unbiased information they need."

In 2020, Voter's Edge received 2.2 million visitors. An additional 80,000 visitors accessed the guide during the California Gubernatorial Recall Election in September. More than three quarters of Voter's Edge users reported that they would vote for more offices and leave fewer choices blank because of the information in the guide while more than 90 percent said the guide made them feel more confident about making the right choices on Election Day.

"We're thrilled to partner with incredible media outlets that are essential to keeping Californians informed and engaged in our democracy," said Daniel G. Newman, Co-Founder and President of MapLight. "With Voter's Edge, voters can access information about every contest on their ballot in a way that's efficient, easy to understand, and available on their mobile devices."

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