

March 21, 2018



# **SiriusXM's Urban View Channel to Launch Voter Registration Campaign: "Urban View Vote"**

**Nonpartisan campaign aims to raise awareness and register new voters before midterm primary and general elections**

**"Urban View Vote" branded vehicle to tour multiple states to engage voters in multi-media experience designed to inform, educate, and inspire**

NEW YORK, March 21, 2018 /PRNewswire/ -- SiriusXM announced today the launch of "Urban View Vote" – a nonpartisan, midterm election year voter registration campaign designed to raise awareness about voter registration opportunities throughout the fifty states. SiriusXM's Urban View channel will roll out an "Urban View Vote" vehicle to tour multiple states – visiting college campuses, community centers, and other key locations where citizens will get the information necessary to have a voice and join the ranks of America's voters. "Urban View Vote" will kick off on March 22 in Ft. Lauderdale, Florida, and will focus on the African American community and addressing voter disenfranchisement.



"This is a crucial time in our country's history to register new voters, and Urban View listeners will lead the way," says Karen Hunter, Urban View host and Programming Consultant, SiriusXM. "On Urban View, we don't just talk about issues, we take action. Now more than ever, we want people to know their voting rights and to empower them to take an active role in their futures. Our hashtag - #10for2018 – reflects our goal that every listener will inspire 10 people they know to get registered."

The launch of the multi-state tour, currently scheduled to visit Florida, Georgia, Mississippi, North Carolina, and Pennsylvania, will be accompanied by the debut of a voter registration information website – [www.urbanviewvote.com](http://www.urbanviewvote.com) – focused on bringing clarity to the state-by-state voter registration process.

On April 12, Urban View hosts Karen Hunter, Joe Madison, "The Black Eagle," and Sway Calloway from Eminem's exclusive SiriusXM channel Shade 45, will participate in a town hall conversation with the students of Morehouse College, an iconic historically black college, where voting rights and voter registration among millennials will be the focus. Calloway will also broadcast his popular morning show from the campus.

The initial tour stops for Urban View Vote include:

- March 22     **Dillard High School; Ft. Lauderdale, FL**  
**Women of Color Empowerment Institute; Ft. Lauderdale, FL**  
**African American Research Center; Ft. Lauderdale, FL**
- March 23     **Florida Memorial University; Ft. Lauderdale, FL**
- March 30     **Florida A&M University; Tallahassee, FL**
- April 12, 13   **Morehouse College; Atlanta, GA**
- April 20, 21   **Jackson State University; Jackson, Mississippi**

Additional dates will be announced.

Listeners throughout America can tune to SiriusXM's Urban View channel 126 to hear highlights from each stop on the tour and for announcements about additional initiatives, Town Halls, and ways to get involved in the "Urban View Vote" campaign throughout this midterm election year.

SiriusXM followers can join the conversation using #10For2018. Listeners can also follow @SXMUrbanView on Twitter for updates.

SiriusXM subscribers can listen to Urban View channel 126, and those with streaming access can listen online, on-the-go with the SiriusXM mobile app and at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, PlayStation, Roku, Sonos speakers and more. Go to [www.SiriusXM.com/AtHome](http://www.SiriusXM.com/AtHome) to learn more.

### **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 32.7 million subscribers. SiriusXM creates and offers commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment, and a wide-range of Latin music, sports and talk programming. SiriusXM is available in vehicles from every major car company and on smartphones and other connected devices as well as online at [siriusxm.com](http://siriusxm.com). SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers weather, data and information services to aircraft and boats through SiriusXM Aviation™ and SiriusXM Marine™. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in SiriusXM Canada which has approximately 2.8 million subscribers. SiriusXM is also a leading provider of connected vehicles services, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

To download SiriusXM logos and artwork, visit <http://www.siriusxm.com/LogosAndPhotos>.

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**Source: SiriusXM**

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