

*Model press release*

**Date:**

**For immediate release; or**

**Embargoed until: 00.01 on X date** (NB. A PR might be embargoed if, for example, the story has been given as an exclusive to another outlet to publish first, or because there's a legal judgement or report being published alongside)

### **Overseas voter registration drive launched**

A campaign to encourage British people living in X [this might be a town, city, region or country] to register to vote in UK elections has been launched by Labour International in X [town/city etc].

*[NB opening para covers the who, what and where]*

The campaign by the international section of the British Labour party aims to achieve X [ie number of registrations by Y] and will be launched on [date] by [this could be someone who has registered, an MP/MEP, celebrity, or by members actively speaking to potential voters, like giving balloons to shoppers/petition signing etc].

*[NB 2<sup>nd</sup> para covers off the when and why]*

Labour International says that of the XXX number of UK citizens living overseas [or in a specific area/town etc], just XXX are on the UK electoral register.

This means that thousands of British people living in EU countries will be unable to vote in the forthcoming in/out referendum.

[Name of LI spokesperson/MEP etc] said: "Many UK citizens living in X are not even aware they are still entitled to vote in UK elections. With the forthcoming referendum it is vital that they exercise that right.

*"The quote can continue with, perhaps, more information from the key campaign messages, detail on the referendum and why it's important that British citizens living abroad don't lose their voice, an explanation of who is entitled to vote in the UK and how to register and cast a vote etc"*

Labour International members in X will be doing Y throughout the month of Z to highlight the need to register to vote and to use that vote in the referendum.

Ends

More information: XXX