

SEATTLE UNITE

HIGH-PROFILE SEATTLE ATHLETES TEAM UP WITH SEATTLE UNITE TO ENCOURAGE CENSUS AND VOTER PARTICIPATION

*Unique effort brings together 19 sports figures from six professional teams
to promote social justice*

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Seattle, WA – Once every twenty years, the U.S. Census and a presidential election occur in the same year. The results of this year’s Census and election will have far-reaching consequences for the region and the nation.

That’s why local athletes and personalities are teaming up with social justice organizations in a multimedia campaign urging people, especially those from underrepresented communities, to make their voices heard.

The initiative is a joint effort from Seattle’s professional sports teams and [Seattle Unite](#)—a group of 21 organizations dedicated to racial and social justice.

The media campaign—dubbed the “Democracy Cup”—hopes to educate and inspire area residents to take action around three key events:

- **Complete the Census** by October 31st to ensure that their communities will receive a fair share of federal funds
- **Register to vote** by the October 26th deadline
- **Vote** by mail well in advance of election day on November 3rd

A parade of personalities from the Seattle Sounders FC, Seahawks, OL Reign, Seattle Mariners, Seattle Storm and Seattle Kraken appear in public service announcements, online videos and social media messages. They include:

- KJ Wright, Jamal Adams, Shaquille and Shaquem Griffin (Seahawks)
- Madison Hammond and Bethany Balcer (OL Reign)
- Stefan Frei, Cristian Roldan, Handwalla Bwana (Sounders FC)
- Jordin Canada (Seattle Storm)
- Broadcaster Dave Sims (Seattle Mariners)
- Broadcaster Everett Fitzhugh (Seattle Kraken)

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Sounders FC were the first to jump on board in support. The five other sports franchises quickly followed suit.

“The professional sports community in Seattle has been discussing our role in supporting voting and Census for many weeks—our players have been eager to lend their voices,” explains Maya Mendoza-Exstrom, Sr. VP, Legal & External Affairs, Sounders FC. “The Seattle Unite coalition is grassroots, local, and focused on access to democracy for all individuals in our community.”

The grassroots campaign was mobilized by former KING-TV journalist Mimi Gan and Copacino+Fujikado co-founder Betti Fujikado. They in turn enlisted a volunteer team of professional communications and media specialists to create the elements of the campaign.

Seattle Unite organizations will distribute the Census and voting messages on their websites and social media platforms. Other coalitions, organizations, and interested groups are invited to participate.

The media elements have been packaged in a “digital toolkit” available to any organization that wants to deploy it.

“We’re using the levers of democracy to advance social justice,” Mimi explains. Adds Betti, “We’re excited and confident that the endorsement of local sports figures will spark greater Census and voter participation.”

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About Seattle Unite

Seattle Unite was created on June 2, 2020 when fifteen activist Seattle organizations (now 21) formed a coalition led by Chinese American Citizens Alliance (C.A.C.A) president, Cathy Lee and Mimi Gan. Their top priorities are to: call out systematic and interpersonal racism; lend their voices to sister organizations; support and donate to like-minded community organizations; be counted in the U.S. Census to provide community funding; and encourage voter registration and participation. More at www.seattleunite.org

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