

# Business, Religious Leaders Encourage Voting



Vote 2011

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Rochester, N.Y. - The Rochester Business Alliance and the Rochester Faith Alliance launched a campaign aimed at voter registration and participating in November's Rochester City School [Board elections](#).

Billboards and [television](#) and radio ads will be part of the "Vote, Be Heard" campaign.

The campaign will provide information on how to vote, and how to register, as well as information on all eight candidates.

"A healthy, stable population and a well-educated workforce are imperative to the success of our local economy," said Rochester Business Alliance President and CEO Sandy Parker said. "The failure or success of the Rochester City School District has a ripple effect throughout the Finger Lakes region. The citizens

have a say in who leads this organization, and we encourage them to make their opinions known."

"The status quo is not acceptable," Minister Franklin [Florence](#) of the Rochester Faith Alliance said. "We are doing a disservice to our children and our community. This election is an opportunity to make our voices heard."

For more information on the "Vote, Be Heard," [click here](#).