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**BLUE CENTURY**  
TAKING BACK AMERICA  
*ONE RADIO AT A TIME.*

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For immediate release

## Blue Century Launches Get-Out-The-Vote Radio Campaign

*"Register. Vote. Volunteer."*

**ASHEVILLE, NC, January 21, 2008:** Blue Century urges voters to reclaim their democracy in a radio ad campaign that launches today. The inaugural spots run on Asheville's 880 AM, The Revolution, with plans to expand to other western North Carolina stations in the months ahead.

Calling as Lincoln once did on Americans' "better angels," Blue Century's upbeat radio spots use common ground instead of candidates and issues to inspire voters and promote participation in democracy.

Founded by veteran Democratic campaign staff and volunteers, Blue Century believes radio talkers, large campaigns and corporate-sponsored advocacy groups have dominated the airwaves too long. It is time citizens reclaimed them. With today's digital technology, grassroots groups can reach their communities without needing expensive recording facilities or deep pockets. Blue Century offers its 30-second spots free to activists who wish to run them in their own media markets.

"We're through playing defense. Through being defined by opponents. It's time we defined ourselves, not by what we're against, but by what we're *for*. We can't match the big boys dollar for dollar or minute for minute, but we won't remain silent," says Blue Century founder, Tom Sullivan. "If you're not Goliath, fine. Be David."

BlueCentury.org is a 527 committee not affiliated with any candidate or candidate's committee. We are funded exclusively by individuals.