



FUSE MEDIA PARTNERS WITH NEXTGEN AMERICA, THE LARGEST YOUTH VOTE ORGANIZATION IN THE U.S., TO AMPLIFY ITS VOTER REGISTRATION DRIVE FOR YOUNG MULTICULTURAL ADULTS

Fuse Media to Tap Into NextGen America Expertise and Voter Registration Tools to Empower Culturally Diverse Audiences and Promote Fuse Media's Bold "Just Fucking Vote" Initiative

LOS ANGELES and NEW YORK—April 25, 2024— [Fuse Media](#), the global leader in inclusive entertainment, and [NextGen America](#), the largest youth vote organization in the nation, are partnering to amplify "Just Fucking Vote," a year-long voter registration and voter engagement campaign using humor to target young adults ages 18-30.

Fuse Media launched the non-partisan "Just Fucking Vote" campaign in January 2024, recognizing the pivotal role media plays in presidential elections. The primary goal of the partnership between NextGen America and Fuse Media is to empower young and culturally diverse voters to get involved in the democratic process and give them the tools to easily register to vote and to get out to vote in November. In the 2016 presidential election, 41% of eligible voters failed to participate and be represented in the democratic process. Data shows that Americans were more incentivized to show up at the polls for the 2020 presidential election, yet 33% still did not vote.

The multiprong, multiplatform partnership will feature a series of Fuse Media-produced "Just Fucking Vote" PSAs driving audiences to NextGen America's website to learn more. The PSAs will air on Fuse, FM, Fuse+, Fuse's YouTube channel as well as on Fuse's social media channels. Fuse Media will curate issue-related programming stunts and feature factoids in the bottom thirds, providing viewers with interesting information on the issues important to younger audiences and voting-related facts.

NextGen America and Fuse Media will also partner on producing "Man on the Street" interviews with young, diverse voters on the issues they are most concerned about this election year. In addition, the two organizations will collaborate on social media and reciprocate messaging to engage audiences to register and get out to vote, providing important location-based deadlines.

"NextGen America is proud to partner with Fuse Media to educate, mobilize, and register young voters across the country as a part of the [Just Fucking Vote](#) campaign," said NextGen America President Cristina Tzintzún Ramirez said. "Building a democracy that represents and reflects all of us starts with meeting young people where they're at. Together, we are empowering a new diverse group of voters

with the tools to turn out and make their voices heard at the ballot box this year, and we are excited to see this program in action.”

“Fuse Media’s core mission is to raise the voices of underserved and underrepresented multicultural communities,” said Miguel Roggero, Chairman and CEO of Fuse Media.

“Collaborating with NextGen America on their goal to engage the largest and most diverse young generation in American history aligns perfectly with our mission in an election year so important as this one. We couldn’t be more excited about our partnership and can’t wait to help inspire the biggest turnout yet of young voters during an election year.”

About Fuse Media

Fuse Media is a Latino-owned, global entertainment company, and the leader in creating and distributing inclusive, purpose-driven stories and experiences for and with culturally diverse young adults. With a portfolio of award-winning original content and a growing multiplatform global footprint, Fuse Media strives to authentically reflect the world of its young and diverse audience, pioneering a multicultural and creative destination. The Fuse Media family includes linear channels Fuse and FM (Fuse Music); subscription streaming service Fuse+; a rapidly growing roster of owned and operated diverse-focused FAST channels; Fuse Studios, its in-house production arm; Ignition Studios, a specialized production company defining the future of inclusive content; a growing branded content and live events business; and Fuse Media Culture Collective, a suite of partner-owned FAST channels that add to the company’s massive scale in reaching multicultural audiences.

About NextGen America

[NextGen America](#) is the leading national organization for engaging young people through voter education, registration and mobilization. We invite 18-to-35 year olds — the largest and most diverse generation in American history — into our democracy to ensure our government works for them and to find new solutions to the dire challenges facing our society and the world. Since 2013, NextGen America has registered more than 1.5 million young voters and contacted 9.6 million young eligible voters during the historic 2022 midterm elections.

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