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**To:** Charter Revision Commission Press Office <[press@charter.nyc.gov](mailto:press@charter.nyc.gov)>  
**Subject:** NEW YORK CITY CHARTER REVISION COMMISSION LAUNCHES TV SPOT 'FLIP' AS PART OF PUBLIC AWARENESS CAMPAIGN

**FOR IMMEDIATE RELEASE:** October 23, 2018  
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**NEW YORK CITY CHARTER REVISION COMMISSION LAUNCHES TV SPOT  
'FLIP'  
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**New TV Ad Is Part of Commission's Educational Work Reminding New Yorkers To Vote On Charter Revision Questions This November, Including New Website [FlipYourBallot.nyc](http://FlipYourBallot.nyc)**

**New York, NY** – Today, the New York City Charter Revision Commission unveiled a [new TV ad titled 'Flip.'](#) reminding New Yorkers about the three questions that will appear on their ballots in the November 6<sup>th</sup>, 2018 General Election. The ad will run now through the General Election and is part of the Commission's extensive work informing New Yorkers about the ballot questions. The video features Commissioners from the New York City Charter Revision Commission flipping over a mock ballot to remind voters to vote on the proposals.

“New Yorkers are going to have a real say in the future of their city on November 6th and this new TV ad is another way we’re going to remind New Yorkers about their choice,” **said New York City Charter Revision Commission Chair Cesar A. Perales.** “The Charter Revision Commission has taken public outreach very seriously and we’re committed to ensuring that members of the public understand what they are voting on in two weeks.”

The three ballot questions, developed through an extensive public process by the 2018 New York City Charter Revision Commission, propose changes intended to increase participation in our city’s democracy. The questions include changes in the City’s campaign finance system, community boards, and the creation of a new civic engagement commission, which would be responsible for implementing citywide participatory budgeting and a language interpreter poll site program, among other initiatives.

The Commission has also launched a new website, [FlipYourBallot.nyc](http://FlipYourBallot.nyc), where New Yorkers can learn more about the ballot questions and help share educational information with their friends and families. The website also allows New Yorkers to sign up to volunteer to assist with the Commission’s educational efforts.

**About the 2018 Charter Revision Commission Ballot Questions**

In November voters will consider three proposals to amend New York City’s Charter:

- **Campaign Finance:** Lower contribution limits, increase public matching funds available to participating candidates and make funds available earlier in the process.

- **Civic Engagement:** Establish a Civic Engagement Commission that would be responsible for implementing a citywide participatory budgeting program, partnering with community-based organizations, civic leaders and other City agencies in civic engagement efforts, and establishing a program to provide language interpreters at City poll sites.
- **Community Boards:** Impose term limits on Community Board members, create standard board membership application requirements and provide community boards with additional resources, such as urban planning and language access assistance.

Visit [FlipYourBallot.nyc](http://FlipYourBallot.nyc) to read the Ballot Questions and Abstracts.

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