



IGNITE PSAs expose the ugly truth about why we need women in politics

In the Midst of 2018 State Primary Election Season, IGNITE Releases Alarming Films Based On Politicians' Absurd Opinions About Women.

OAKLAND, CA, May 31, 2018 -- The time to register to vote and go to the polls is now. If you don't vote, we let them write the rules.

A new campaign from IGNITE titled write the "Write The Rules" amplifies the gender imbalance in politics by acting out alarming quotes from those who have served in political office. The ads address an important ongoing discussion on women's rights and representation in America.

78% of elected officials in the U.S. are men, some of whom don't have realistic views of women. To show this, IGNITE turned politicians' quotes into two short films. "[Medically Speaking](#)" and "[Listen to Me](#)" play out the absurdity, and danger, of allowing one sided opinions on issues that impact women to go unchallenged. An agonizingly long silence allows viewers to react, process and mobilize to rewrite the rules. Viewers are directed to www.writetherules.org where they can take concrete steps to become politically active. Calls to action include registering to vote, engaging in national voter registration activities, and accessing the tools and training to run for office.

"In the current political climate, more young women are paying attention to how political decisions affect their lives yet most young women haven't considered entering the political arena themselves," said Anne Moses, Ph.D., President & Founder of IGNITE. "IGNITE wants to activate young women to the write the rules and redress women's issues where some of their political predecessors have gotten it wrong."

Women make up 51% of the US population but hold only 22% of elected positions across the country. During this hotly contested election year women, and specifically young women, have the power to rewrite the rules. To do that we need more women to run, and more women to vote - for women.

IGNITE is a national nonpartisan organization dedicated to inspiring and training the next generation of women to run for political office. In the past year, IGNITE has doubled the number of young women they reach, training 5,000+ women in 35 cities across the country.

Do you want to #WriteTheRules? Then, run for office, or encourage another woman to run.

www.Writetherules.org

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About IGNITE

IGNITE is a movement of young women who are ready and eager to become the next generation of political leaders. A nonpartisan 501c3, IGNITE builds political ambition in high school and college-aged young women in their own communities. IGNITE provides civic education, exposure to women in political leadership, hands on training and work opportunities, and a peer network of women who support and nurture each other's aspirations for civic and political leadership.

www.IGNITEnational.org

#WriteTheRules