








<p><b>Organization:</b> League of Women Voters of California  <b>Location:</b> Cupertino, California, USA  <b>Laureate/Contact:</b> Roberta Hollimon  <b>2003 Laureate:</b> Knight Ridder Equality Award</p>	
<p><b>Website:</b> <a href="http://smartvoter.org">http://smartvoter.org</a></p>	
<p><b>Organization Overview:</b> The League of Women Voters is committed to reversing the decline in voter turnout. The league is a non-profit, nonpartisan, grassroots organization that encourages the active and informed participation of citizens in government.</p>	 
<p><b>Problem Addressed:</b> Democracy, the very foundation of the free world, is faltering due to low voter turnout and disillusionment with the electoral process. It has been difficult for voters to obtain access to quality information that would help them decide on ballot choices. Political candidates and initiatives with limited campaign funds and/or media appeal, have difficulty getting their message to voters. People are not getting the information and perspective they need to see the impact elections have on them and their community.</p>	 
<p><b>Technology Solution:</b> The creation of Smart Voter Website has helped voters in most California and several Ohio counties to search quickly for information for their district's election. The information is non-partisan, easily accessible and multi-leveled so that voters can become quickly informed about all candidates. The number of voters using the site has risen rapidly over the past seven years.</p>	
	<p>You've helped me educate myself more than I ever have about the upcoming election. This site helps me take care of my voting concerns- all the flyers, call, ads etc. don't even come close to your help.</p> 