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Rock the Vote mobile
Rock the Vote

[AT&T Is Present at the 2008 Democratic National Convention](#)

The Largest North American mobile operator encourages young people to vote

The 2008 Democratic National Convention has just debuted in Denver, offering a perfect occasion for AT&T, North America's largest mobile carrier, to encourage young Americans to go vote at this year's US presidential elections (which will take place on November 4). The blue carrier has partnered with Rock the Vote and prepared a Rock the Vote/AT&T Mobile Elections vehicle. This is stationed in Denver during the Democratic National Convention with the purpose of determining people to become more involved in the US political process and exercise their right to vote. Besides being equipped with registration areas, the vehicle also features a "Guitar Hero" demo station and a "Framerz" booth. Visitors can not only register to vote, but also download [mobile music](#) and sign up to get further info on the elections. Tim McGhee, Director of AT&T corporate sponsorships, stated, "This election year has seen extraordinary youth involvement, and we're excited to continue our efforts with the Rock the Vote mobile campaign at the upcoming conventions. These activities provide a meaningful way to reach out to youth voters in an ideal environment, utilizing the ways in which young people these days are communicating most - using their mobile devices." Heather Smith, executive director of Rock the Vote, also said, "Through our continued partnership with AT&T at events like Ballot Bash, Rock the Vote is nearing closer to its goal of registering 2 million young voters and getting them to vote on Election Day. Never before has youth involvement been so high, and the momentum continues to build as the presidential election nears." Held between August 25 and 28, the Denver Democratic National Convention will end with the official presentation of the Democratic Party candidate for the US presidency. The candidate is, presumably, Barack Obama, the first-ever African-American senator to be nominated by a major party for the US presidency.