



FOR IMMEDIATE RELEASE

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**BLACK POLITICAL POWERHOUSE THE COLLECTIVE AND
BLACK STUDENT GOVERNMENT LEADERSHIP ORGANIZATION
XCELEADER INVITE HISTORICALLY BLACK COLLEGES AND
UNIVERSITIES TO JOIN THE NATIONAL HBCU VOTER
REGISTRATION COMPETITION**

The Collective and Xceleader partner for nationwide HBCU competition to register new voters

Young Black voters expected to play deciding role this year's primary and general elections

WASHINGTON, DC - Today, [The Collective](#), the nation's largest organization dedicated to supporting political and civic engagement efforts that impact the Black community, and HBCU leadership organization [Xceleader](#) are inviting all historically black colleges and universities to be a part of the national #VoteHBCU voter registration competition. The competition is part of a nationwide effort with HBCU's to register and mobilize Black voters and begins **Friday, August 21 and ends October 7.**

"Without a doubt, young Black voters will be a determining factor this election," said [Stefanie Brown James](#), Co-Founder of **The Collective** and an HBCU graduate. "By partnering with HBCU's, we can energize, register and mobilize young Black voters for the election of their lifetime."

"HBCU's are where change begins," said [Jade Agudosi](#), Co-Founder of Xceleader. "The George Floyd and Black Lives Matter protests show us that Black people are organizing for change, and by teaming up with The Collective and HBCU's around the country, we're ready to vote for it. That is why every member of the HBCU community must register to vote and then cast their ballots in every primary this year and in the general election in November. For us, this is more than a competition, it's a call to action."



The competition will divide HBCU's and their alumni associations into teams of five to ten universities that will be assigned a cultural influencer to serve as the team captain.

Each team will compete among other universities of similar enrollment to register new voters. Every school will receive a unique code through The Collective's voter registration tool, powered by Rock the Vote, which will track registration numbers across the participating schools and alumni groups. The HBCU with the highest percentage of registered voters will be revealed at an upcoming virtual event.

All 2020-2021 Student Government Association leaders from America's HBCU's and their National Alumni Associations are invited to participate in the competition, which is a part of The Collective's [Vote To Live](#) campaign that has a goal of registering 250,000 voters before the November election.

To join the competition and be a part of the upcoming kick-off call, please [confirm here](#).

ABOUT THE COLLECTIVE

The Collective is working to create an America where Black people are equally represented at every level of government. Today, 90% of all elected officials are white and 95% of all elected prosecutors are white. The Collective is strategically focused on creating a truly equitable democracy where our nation's local, state and federal governments have diverse and talented elected leadership and Black people are fully represented in positions of power to create the policies necessary to progress our communities forward.

ABOUT XCELEADER

Xceleader is a leadership network that cultivates the next generation of student government leadership at historically black colleges and universities (HBCU). Learn more about the organization at [xceleader.com](#).