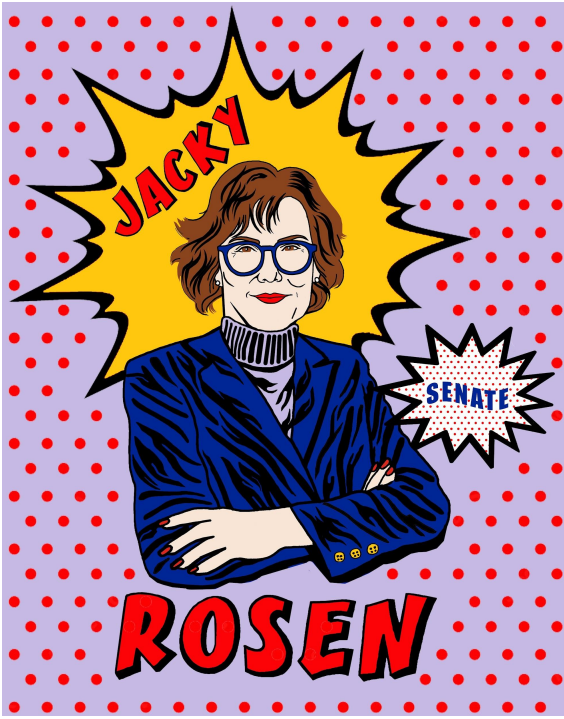


# The Vote Truck: 2024 Nevada Edition



With the country polarized and the headlines sounding dire, a good portion of the electorate has tuned out. Voter apathy is at an all time high, but according to a May '24 NYT/Sienna poll it is the disengaged and irregular voters who will determine the results of the upcoming election. It is a challenge to find a way to spark these voters to action.

The Vote Truck exists to generate that spark. Using the arts to inspire, the Vote Truck is a mobile party that rolls through neighborhoods registering voters and helping people make plans to get to the polls. From the custom neon art on the back of the truck, kids coloring kits that make icons of the candidates, and music that moves people to dance, the truck is part parade and part pop up party. It's a full sensory experience that leaves people feeling part of something exciting.

Committed to making a difference in the elections of 2020, Rachel Lomas conceived and created the Vote Truck and began to take it on the road to the battleground state of Georgia. The truck made a decisive impact, registering over 1800 voters, galvanizing momentum in communities, and generating both local and national news. Celebrities like Spike Lee, Snoop Dogg, and Natalie Portman joined the effort along with local marching bands, dance troops, and chefs. The Warnock campaign embraced her return in 2022 to support the decisive run off that decided control of the Senate.

This fall the Vote Truck is coming to Nevada. With six crucial electoral votes and a vulnerable senate seat, the team is committed to building relationships, learning about the community, and laying the groundwork for a GOTV mobile pop up party from Reno to Vegas. We'll have two trucks on the ground, a non-partisan truck registering voters and a candidate-inspired truck.

The Vote Truck is a community effort and we need your help making it a reality this fall.

*"Rachel Lomas and The Vote Truck are a true testament of tenacity. She is a natural convener. This, coupled with her political and business savvy, are a recipe for guaranteed success. In short, Rachel always finds the finish line- and brings the party with her!"*

Angela Kasey  
Former Advance Lead- Jon Ossoff for  
U.S. Senate

