For Immediate Release: Trenton, NJ

Headline: The Trenton Alumni Chapter of Kappa Alpha Psi Fraternity Launches Countywide "Get Out the Vote Digital Billboard Campaign"

The Trenton Alumni Chapter of Kappa Alpha Psi Fraternity, Inc. announced a bold, community-focused civic engagement initiative: a digital billboard campaign across Mercer County and surrounding communities urging residents to Get Out the Vote. The campaign features nine continuously running digital billboard units and a projected 4-week impression total of **5,327,716** according to Interstate Outdoor Advertising.

Purpose and Impact

This campaign is driven by a simple, urgent belief: voting is the most powerful way our neighbors shape their future. By placing a persistent reminder in high-traffic corridors, the Chapter aims to lift awareness, spark conversations, and convert awareness into action at the ballot box. The Chapter expects the campaign to touch over **1 million potential voters** in the immediate service area while delivering more than five million impressions across the four-week period.

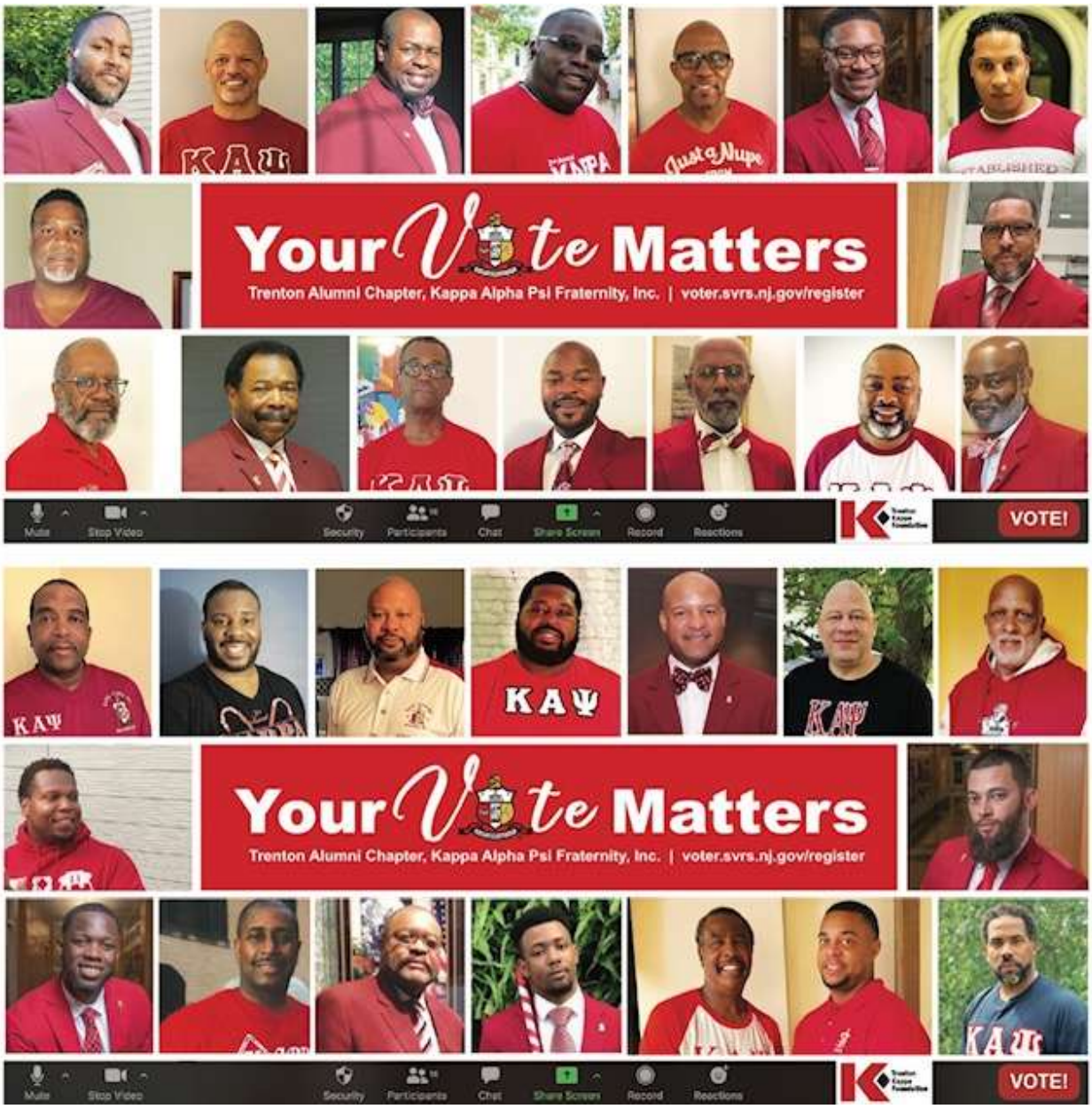
Billboard Locations

1. **Route 130 E South** 0.2 miles north of Sharon Road
2. **Route 130 E South** 2,302 feet north of Sharon Road
3. **Route 1 at Alexander Road**
4. **Route 1 at Meadow Road**
5. **Route 1** 0.2 miles south of Emmons Drive
6. **I-295** 0.75 mile south of Route 31
7. **I-295** 0.5 mile south of Route 31
8. **I-295 at MM 67.0** south of Route 1
9. **Route 29** 1 mile west of I-195 & I-295

4-week impressions for all 9 units = 5,327,716

From our Leadership

"Our Get Out the Vote campaign is built on service and stewardship; our goal is to reach as many people as possible" s**aid Polemarch Ahmanish Robinson.** "These nine strategically placed digital billboards run 24 hours a day, seven days a week with zero commercial interruptions to ensure our message — that every vote matters — is seen and remembered". "Now that's impressive," said **Vice Polemarch, Ron Jones,** who led creative design and presentation for this campaign.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