

## 'Lipdup vote mob' gaining traction with youth

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Stephen are you scared yet? How about Jack and Michael?

Last month comedian Rick Mercer challenged young people to actually vote in this election and "scare the hell" out of the people that run this country. His rant has inspired vote mobs across the country and literally had a group of Hamilton youth dancing the streets last week.

About 60 McMaster students gathered on campus to film their own "lipdup vote mob" which featured young people dancing and lip syncing to S Club 7's Reach for the Stars while holding signs like "I will vote" and "Voting is sexy." The video, which was retweeted by Mercer late this week, has more than 3,000 views on YouTube.



**VOTE.** Mac students lip sync to "S Club 7" Reach for the Stars while dancing and holding signs in Youtube video.

### VIDEO: LIPDUP VOTE MOB



Joe Finkle, vice-president of education with McMaster Students Union who helped created the video with student Hannah Marie Markham, said they hope the video will show young people are engaged in the election and push more students to the polls.

"We hope it will show 'look lots of people are going to vote,'" Finkle said, noting he's been energized by the amount of attention vote mobs have been earning this campaign.

University president Patrick Deane makes an appearance in the short film, singing along with the chorus.

"He didn't even take time to think about it," said Finkle.

Deane has since left for a trip to Asia. However, university spokesperson Andrea Farquhar said he wanted to participate to encourage political dialogue among students.

"The more we can energize youth in the process the better we will all be," she said, noting the youth vote campaign is very visual on campus and even making an impression on staff. "It's important to remind everyone, not just students." Finkle is confident the enthusiasm over the youth vote won't fizzle on the big day.

"I think we're going to see a greater youth turnout," he said, noting he doesn't know what kind of impact that might have on the final results. "It doesn't matter who they vote for as long as they vote."



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