



EU40[®]

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Media Information: Launch of the League of Young Voters - Symbolised by a hot air balloon launch from Place Luxembourg on May 30th

EU40, the network of young Members of the European Parliament, and The European Youth Forum, the youth branch of the European Commission, are jointly supporting the launch of the League of Young Voters (LYV) on the 30th May 2013. In order to physically kick –start the campaign of the LYV, there will be a hot air balloon flying from Place Luxembourg;

- Inspired by the logo of the campaign, we are launching a real hot air balloon with **EU40 MEPs and Board members Katarina Nevedalova and Esther De Lange** inside
- EC President **Jose Manuel Barroso** and **Princess Laurentien of Netherlands** will be cutting the inaugural ribbon in front of the Parliament.
- The launch of the LYV is going to take place from **19.30 to 20.30 on May 30th**, with the **flight of the balloon envisaged for around 20.00.**
- On this day, also the Yo! Fest will take place with many high-level speakers and other side events around Esplanade, in front of the Parliament.

The LYV aims at encouraging young people to go to vote at the upcoming European Parliament elections, considering the high abstention rate of young people (67% of 18-24 year olds in 2004 and 71% in 2009). Its objective is twofold: increase the level of information available about the elections and encourage political parties and candidates to directly target young people. It aims at becoming the electoral platform for young people in Europe.

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For information on EU40 visit www.eu40.eu

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