

**FOR IMMEDIATE RELEASE**

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# **"ConvinceYourMom.com"**

## ***New political website offers strategy and advice to convince your Republican mom to vote Democratic in 2004!***

Concerned youth voters determined to defeat George W. Bush this November have launched a new website designed to arm the sons and daughters of liberty with the facts, strategies, and the success stories they need to go after the ultimate swing voters – their moms.

All over America, mothers who raise their kids to work hard, play nice, and be honest are still supporting a candidate who embodies none of these values. Misled by manipulative ads and turned off by negative campaigning, many moms prefer to assume the best about George W. Bush – that he's a good man trying to do a good job. Convincing her that the nice guy in the plaid shirt clearing brush on his ranch is actually a front for a political machine determined to hold on to power and privilege at the expense of the American people is not going to be easy, but **ConvinceYourMom.com** is here to help.

This new website features a four-step plan for turning a complacent Bush supporter into a firebreathing progressive, along with easy-to-navigate information banks stocked with an arsenal of facts and figures you'll need to respond to those ubiquitous – and fraudulent - Republican "talking points" that are endlessly repeated on TV, talk radio, and at White House press conferences. The site also features a helpful summary of Democratic challenger John Kerry's positions on the major issues, as well as a special recipe for homemade apple pie that will convince your mom to finally sit down with you and discuss politics!

**ConvinceYourMom.com** is the brainchild of New York-based political activist J.C. Dwyer, who was raised in Chicago by staunch Independents who happen to vote Republican more often than not. Now a graduate student at the City University of New York, Dwyer, like many Americans, has been motivated and energized to work for change by the misdeeds and manipulations of the Republicans in power.

Yet for all his newfound political fervor, J.C., like many others of his generation, has had to struggle to convince the people closest to him - his parents - not to vote for George W. Bush this November. Seeing the battle to "convince his mom" as epic yet personal battle within the American family, he created ConvinceYourMom.com in order to put the sword of facts to the throat of Republican rhetoric, and to help others create a meaningful political dialogue with those they love. He hopes his mom doesn't take it personally.

**<http://www.convinceyourmom.com/>**

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