



## Saks Launches Voter Registration Initiative in Collaboration with Vote.org

**NEW YORK [SEPTEMBER 17, 2024]** – In recognition of National Voter Registration Day, Saks, the premier luxury ecommerce platform, is collaborating with Vote.org, the largest nonpartisan voter registration and get-out-the-vote platform in America, to support voting accessibility. Starting today, voters can visit [Saks.com/vote](https://saks.com/vote) to find resources to register to vote, check their voter registration status, learn more about the candidates on their local ballot and request an absentee ballot through Vote.org's platform. Additionally, Saks has debuted a window installation at the Saks Fifth Avenue New York flagship to encourage visitors to exercise their right to vote in the 2024 election. This initiative marks the second time Saks has collaborated with Vote.org to reach voters with convenient, nonpartisan resources and election information tools.

"As a prominent American brand with a far-reaching platform, Saks is committed to raising awareness of timely issues that matter to our customers, employees, partners and communities," said Emily Essner, Chief Marketing Officer, Saks. "Voting is a fundamental right, and we are proud to work with Vote.org to help increase access to nonpartisan voter registration resources. We look forward to inspiring voters nationwide to get involved and make their voices heard during this upcoming election season."

Now through September 30, customers can discover a special window installation dedicated to Saks' voter registration initiative at the Saks Fifth Avenue New York flagship. Six of Saks' famed windows on the corner of Fifth Avenue and 49th Street spell out "VOTE" in geometric, neon letters and feature QR codes that direct to Saks' online voter registration experience, encouraging both the New York community and visitors from out of state to register to vote.

### IMAGES

[Click here](#) to access window imagery (Courtesy of Luis Guillén for Saks)

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### ABOUT SAKS

Saks is the premier ecommerce platform for luxury fashion in North America. Driven by a mission to help customers express themselves through relevant and inspiring style, we serve as a destination to explore and discover the latest from established and emerging designers. Our expertly curated assortment features sought-after names in women's, men's and kids fashion, as well as beauty, home and lifestyle merchandise. Through the Saks website and app, we provide access to professional stylists, inspiring editorial content and interactive events. Our differentiated approach seamlessly combines elevated online experiences with in-person services through an exclusive partnership with the Saks Fifth Avenue stores.

Visit [Saks.com](https://saks.com) for more information. Follow @saks on [Instagram](#), [TikTok](#), [LinkedIn](#) and [Facebook](#) and @Saks Fifth Avenue on [LinkedIn](#).

### ABOUT VOTE.ORG

Vote.org is a 501(c)(3) nonpartisan nonprofit using technology to simplify political engagement and increase turnout among young people and voters of color. It is the largest 501(c)(3) nonprofit, nonpartisan voting registration and get-out-the-vote (GOTV) technology platform in America. Through corporate and nonprofit partnerships, a large-scale community of grassroots donors, diverse coalition building and influencer-driven outreach, Vote.org leverages innovative solutions that meet underserved voters where they engage and get their information, and has established its brand as the most trusted and accessible online resource for registering to vote and understanding how to cast a ballot.

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