

Fossil Announces Voter Registration Campaign in Partnership with Rock the Vote and Marcus Graham Project

Fossil is proud to announce the latest initiative as part of our Make Time for Good (MTFG) campaign. Fossil collaborated with the **Marcus Graham Project** and **Rock the Vote** to create a relevant, social-first, voter registration campaign in an effort to unite Gen Z & Millennial changemakers—the newly coined '**Generation Voter**.'

Fossil recognizes that when people make time for good, transformative change happens. MTFG was founded on the belief that changemakers have the power to make the world better through acts both big and small. One of the most crucial ways to create the change we want to see in the world *today* is by voting. Fossil has pledged to launch the Generation Voter Challenge: it starts with education, registration, sharing this challenge within your community and, most importantly, showing up to vote.

Fossil will be launching an online campaign to drive voting sign-ups, share useful education through our partnership with Rock the Vote, and celebrate those who are able to vote. In an effort to educate and celebrate Generation Voter, Fossil will host live social events, share resources across Fossil's platforms and offer shareable stickers online and in our stores this fall.

Make Time for Good began with the mission to inspire, ignite and activate 5 million changemakers by 2025, and there is no better time to start making that change than right now.

To learn more about Make Time for Good, please visit www.maketimeforgood.com and follow @fossil on social media.