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6TEEN Reunion PSA Gets Over 7 Million Views In Less Than A Week

#VoteDude urges American millennials to exercise their democratic privilege and hit the polls on November 6th

September 17, 2018, TORONTO/LOS ANGELES – *6TEEN*, the iconic animated sitcom for tweens set entirely in a gigantic shopping mall, is back for a special, one-time public service announcement. “Vote, Dude!”, the 8-minute scene now streaming at VoteDude.com, reunites and rallies the show’s most beloved characters around the issue of voting in the November 6th US midterms. To date, the PSA has received over seven million views, has been retweeted by March for Our Lives, featured by [Retro Rerun](http://RetroRerun), and shared by tens of thousands of fans.

The *#VoteDude* campaign is a reaction to the fact that about 80% of millennials did not vote in the last midterm election in 2012. Toronto-based series creators Tom McGillis and Jennifer Pertsch, got the idea of producing *6TEEN* as a public service vehicle when they analyzed the demographics. The millions of tweens (8-12 year-olds) who watched the popular animated sitcom (which premiered on Teletoon in Canada in 2004 and on Cartoon Network in the US in 2005) are now millennials - a voting block notorious for being no-shows at the polls.

“We did some math and went WHOA,” said Tom McGillis. “*6TEEN* wrapped in 2009, but our loyal tween audience has aged up into first-time voters. This felt like the perfect time to reunite the cast and encourage our fans to vote but with lots of laughs and nostalgic feels.”

Voice actors Christian Potenza, Megan Fahlenbock, Terry McGurrin, Stacey DePass, Jess Gibbons, and Brooke D’Orsay played six unique friends who laughed, argued and fumbled their way through adolescence in front of a generation of American kids.

#VoteDude was conceived as non-partisan entertainment, however, the characters’ attitudes and varying levels of interest in exercising their democratic privilege is meant to mirror the real-world voting landscape in which millennials have the lowest voter turnout of any demographic group.

Specifically:

- Only about 46% of millennials voted in the last US presidential election; compared to 69% of eligible Baby Boomers and 72% of The Silent Generation. ([Pew Research Center](http://PewResearchCenter)).



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- A recent [poll from the Public Religion Research Institute and the Atlantic](#) shows only 28% of young adults ages 18 to 29 say they are “absolutely certain” they’ll vote in the US midterms, compared to 74 % of seniors.

Although *#VoteDude* is framed around the American midterms, according to McGillis its message is universal. “No matter the country you live in, no matter whom you support, never, ever blow off an opportunity to vote. Especially when you’re part of a cohort that is big enough to swing an entire election for either party.”

American citizens 18 and older can register to vote online at vote.gov.

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