

TOP YOUTUBE STARS JOIN FORCES WITH BOXER LEGACY TO GIVE DEMOCRATS A MILLENNIAL EDGE IN ELECTION

700,000 YouTube "Stars" Poised To Push Influence in 2016 Down-Ticket Races

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SUMMARY

YouTube stars use their celebrity to help democratic political campaigns win their 2016 races

Democratic candidates can expect to get a boost in the upcoming election, thanks to a demographic that's increasingly difficult to reach with traditional advertising methods: young people. Fueled by a wave of social influence across platforms like YouTube, nearly 700,000 reach virtually every one of America's so-called coveted "millennials", ages 18-35.

USfluence, a politically focused YouTube network operated by Thoughtful Media Group, recently launched efforts to channel the energy behind YouTube's more influential talent, many of which have monthly viewership in the millions. To help connect these influencers with democratic House, Senate and Presidential candidates, the company recently hired political activist and veteran filmmaker, Nicole Boxer, who is introducing these young talent to the ways of Washington.

"Today's millennial generation not only identifies strongly with democratic values, candidates, campaigns and causes, but they are proving to be more engaged this political cycle." said Boxer. "Talented YouTube creators have the potential to move voters from their laptops and cellphones to the polls. This is not only exciting, but it could translate into meaningful gains for Democrats in the 2016 race."

Boxer, who joined the USfluence team as a senior producer early during this political season will be working closely with Democratic Senate candidates, bringing their campaign messages to millennial audiences in their states, while the company's House efforts begin ramping up this week.

"There's no question as to the impact of YouTube to drive awareness for today's political candidates" said Doss Struse, former US President of polling organization YouGov and an advisor to Thoughtful Media Group. "What's changing this year is in its ability to drive people to rallies and ultimately to the ballot box. Some of these YouTube stars have much greater influence than even mainstream celebrities."

Participating influencers range from 5,000 subscribers to several million. Popular fitness YouTube

star Gia Fey's channel "BodybyGia" boasts more than 300,000 fans who turn to her for fitness advice and instruction. She believes that her influence has legs to carry candidates and causes she likes all over the country as well. "People may watch my channel because I help them look and feel better. But they also listen when I share my personal stories, my views and my values." said Fey.

About USfluence: USfluence is a leading digital media company, owned by Thoughtful Media Group in California. We connect YouTube influencers with highly relevant causes, campaigns and candidates. YouTube is the perfect place to reach millennials who prefer watching their favorite YouTube influencers over traditional media outlets. These influencers are sincere and credible and their opinion matters to a wide, yet targeted audience. We partner with these influencers in a way that provides pinpoint accuracy of reach, while delivering impact often superior than all other forms of media. We do so by leveraging the loyal following of our influencers, who drive unparalleled reach and effectiveness of speaking to their audiences in your words, with their voice.



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ABOUT THOUGHTFUL

Thoughtful Media Group (www.thoughtfulmedia.com) is a global multichannel network (MCN) operating across Youtube and the top video platforms in China. We create, maintain and aggregate online video channels that have unique, highly engaged and engageable audiences, and help the world's leading brands and their agencies effectively reach these audiences. Thoughtful has offices in Los Angeles, Shanghai, Bangkok and Vietnam, and is made up of professionals who have significant experience in television, film, digital media, marketing, market research and advertising. Within China, the company's TMG Originals network is that market's first and largest MCN for video creators (www.tmgoriginals.com).



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