

TRANSFORMATIVE JUSTICE COALITION LAUNCHES 'HEY JERSEY—LET'S VOTE!' GOTV FREEDOM RIDE TO MOBILIZE VOTERS ACROSS NJ

WASHINGTON DC/NEWARK, NJ, DC,
UNITED STATES, October 30, 2025
/EINPresswire.com/ -- The
Transformative Justice Coalition (TJC),
in partnership with the NAACP New
Jersey State Conference, League of
Women Voters, New Jersey Center for
Social Justice, AFT, SEIU, Salvation in
Action, the People's Organization for
Progress, local municipalities, faith and
civic leaders and a host of community
partners, will spearhead a major
nonpartisan statewide Get Out the
Vote (GOTV) effort to energize voters
during early voting for the 2025 New
Jersey General Election called, "Hey
Jersey—Let's Vote!"

At the heart of this mobilization is the
acclaimed John Lewis "Make Good
Trouble—Vote!" Bus and VoterCade, a lively procession of decorated vehicles, horns blaring, and
lights flashing—transforming New Jersey streets into moving celebrations of democracy. Multiple
stops will end with a "Celebration Village" featuring food, music, voter resources, and legal
guidance for returning citizens.

"Our goal is simple," said Barbara Arnwine, TJC President and Founder. "We want to make voting
a joyful act of power and participation—especially for communities that have historically been
excluded, ignored, or discouraged." "New Jersey's Black voting-age population has grown by six
percent since 2012," added Daryl Jones, TJC Board Chairman and Co-Lead. "In 2024, Black voter
turnout was 69.5%. Through this initiative, we aim to push those numbers even higher."



WHO: Barbara Arnwine, Esquire, Founder/President/Co-Leader, Transformative Justice Coalition

Daryl D. Jones, Esquire, Board Chair/Co-Leader, Transformative Justice Coalition

Rev. Dr. Regena Thomas, American Federation of Teachers (AFT)

Gen Z & Young Millennial Freedom Riders from across the nation.

Faith leaders, local officials, union leaders, student organizations, community organizations, and voting rights advocates

WHEN: October 25 – November 2, 2025

Daily Schedule:

- Sat, Oct. 25 – Camden
- Sun, Oct. 26 – Willingboro & Trenton
- Mon, Oct. 27 – Newark & Atlantic City
- Tue, Oct. 28 – New Brunswick
- Wed, Oct. 29 – Montclair & Paterson
- Thu, Oct. 30 – Plainfield & Union
- Fri, Oct. 31 – East Orange & Irvington
- Sat, Nov. 1 – Jersey City
- Sun, Nov. 2 – Newark

WHERE: Multiple NJ high voter engagement areas with strong minority populations. Event venues and Celebration Village locations to be announced.

WHY: To increase voter turnout—especially among young and minority voters—while countering suppression and making voting a joyful community event.

VISUALS:

- Nationally acclaimed, John Lewis “Make Good Trouble—Vote!” Bus
- Dozens of decorated vehicles, “Good Trouble” banners, and voter engagement teams
- Live DJ and community celebration at multiple stops
- Clergy-led “Souls to the Polls” events and Freedom Riders engaging voters

Founded in 2015 by Barbara Arnwine, president emeritus of the Lawyers Committee for Civil Rights, where she created the national election protection program. Ms. Arnwine serves as President and Founder of the Transformative Justice Coalition, which seeks to be a catalyst for transformative institutional changes that bring about justice and equality in the United States and abroad. Learn more at tjcoalition.org.

Karen McRae

NATIONAL ORGANIZATION OF CONCERNED BLACK MEN

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