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Luchelle Stevens has been named Campaign Manager of the statewide coalition effort to defeat the photo ID elections amendment, announced the Our Vote Our Future campaign. Stevens, a Minnesota native, served as the Political Director and then Executive Director for the SEIU Minnesota State Council before joining the Service Employees International Union in D.C.

“This amendment is extreme, highly misleading and would cost millions to our state and to local governments. The Minnesota Constitution protects the fundamental right of eligible voters to have their voices heard. It defies common sense to weaken those rights. I will work tirelessly to defeat this misleading and deceitful amendment,” Stevens said.

Stevens has played key roles in presidential, gubernatorial, congressional and legislative campaigns throughout her career with SEIU, developing legislative and electoral strategies including the effective integration of targeting, voter contact, polling and research. A veteran of Operation Desert Shield/Storm, Stevens served as an Air Traffic Controller with the U.S. Navy.

Amy McDonough, Associate State Director of AARP Minnesota and a Board member of the Our Vote Our Future campaign, lauded the selection of Stevens. “Luchelle is a tremendous asset to the campaign and we’re lucky to have found someone of her caliber to provide the leadership and direction we need to defeat the photo ID amendment.”

Our Vote Our Future is the statewide ballot initiative campaign to defeat the photo ID amendment which will appear on Minnesota’s November 6, 2012 general election ballot. For more information, please visit www.OurVoteOurFuture.org or follow @OurVoteMN.