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BLACK QUEER TOWN HALL LAUNCHES “THE MOST OFFICE” VOTING CAMPAIGN WITH BOB THE DRAG QUEEN AND PEPPERMINT

The campaign was created in partnership with Virtue, the creative agency born from VICE, and targets voters in key swing state, Pennsylvania

WATCH *THE MOST OFFICE* MUSIC VIDEO [HERE](#)



BROOKLYN - October 15, 2020 – Today [Black Queer Town Hall](#), a platform committed to celebrating excellence by cultivating community, sharing knowledge, and uplifting voices in culture, released its latest effort; a voting campaign aimed at educating and driving US citizens to vote, specifically targeting those in Pennsylvania, one of the most important swing states in the 2020 Presidential Election.



Created in partnership with **Virtue**, the agency born from VICE, *The Most Office*, is a musical tutorial starring LGBTQ icons, **Bob the Drag Queen**, **Peppermint**, and Virtue's own Head of Creative, Americas, **Genie Gurnani**, while directed by Jake Wilson.

The music video opens up with a cameo from Wanda Sykes playing your everyday talking head as she discusses voter suppression on TV with Bob the Drag Queen and Peppermint watching from a living room. This inspires the two to educate voters on their options in fulfilling their civic duty. Cue *The Most Office*. The song begins and the two sing through the importance of voting, emphasizing the safety in Vote by Mail, with their words supported by graphic animations. Virtue's Head of Creative, Americas, Genie Gurnani also plays a cameo throughout the video as the glittery mailbox. The second verse calls out Pennsylvania voters in their various counties, emphasizing their significance in this election, while reminding voters of key dates and their voter rights in showing up to polls or voting by mail.



Bob the Drag Queen: *"The Most Office was created to help people understand how to vote by mail. Black Queer Town Hall is dedicated to uplifting black queer voices, and Pepp and I are so excited to do this project."*



As many know, voting in 2020 is unlike any US election in history, as nearly 3 in 4 eligible voters say that safety concerns with COVID-19 could be a potential barrier to them voting in person. And with an unfamiliar system of mail-in voting, as 1 in 5 saying they don't understand the process, Black Queer Town Hall and Virtue are bringing the educational and entertaining to take away the confusion and ensure that people get in their vote, on time and in the right way.

Pennsylvania in particular holds incredible significance in this election, and to Peppermint herself being a PA-native. In 2016, Donald Trump won the state of Pennsylvania by only 44,000 votes, demonstrating just how close the race was in the pivotal swing state. Notably, Pennsylvania also has over 490,000 people that are LGBTQ+ identifying, and with the fate of LGBTQ+ rights at stake, Black Queer Town Hall is pushing for these voices to be heard by vote.

Peppermint: *"Changing your environment takes participation. I believe voting is a very important part of it. Pennsylvania is my heart. I'm proud of being a New Yorker but I was never more disappointed about not being able to vote in PA after 2016. YOU KNOW THE DRILL, every county is so beautifully different from the next. Make sure you rep your county Pennsylvania! Let's bring this one home. everyone get out and vote."*

Genie Gurnani, Head of Creative, Virtue, Americas: *"Working with Bob and Peppermint to create The Most Office has been a sequined, glittering, lash-glued adventure. Especially for me since I'm in the video as a dancing mailbox. But I know I speak for the entire Virtue crew when I say: we're doing this because it matters to us. There are people out there that don't want BIPOC or LGBTQ+ communities to vote. They don't want us to swing Pennsylvania. Well, The Most Office is here to make sure the people know what's up."*

The Most Office song is available for download and listening on Spotify, Apple Music/iTunes, TikTok & Instagram.

ABOUT BLACK QUEER TOWN HALL

Black Queer Town Hall is a platform committed to celebrating excellence by cultivating community, sharing knowledge, and uplifting voices in culture. [Blackqueertownhall.org](https://blackqueertownhall.org)

ABOUT VIRTUE

Virtue is the creative agency born from VICE. With presence in 21 countries, Virtue crafts campaigns, platforms, and IP for some of the most important brands on the planet. Using



proprietary tools, access, and intelligence, Virtue finds new ways for brands to matter to the world through an entertainment-centric approach that plunges its hooks into audiences' subconscious and refuses to let go.

Virtue is behind the award winning work Q the Genderless Voice, Carlings address the Future, Weedmaps' Museum of Weed, Dove's Dear Future Dads, and much more.

CREATIVE CREDITS

- Bob The Drag Queen – Songwriter (Black Queer Town Hall)
- Peppermint – Songwriter (Black Queer Town Hall)
- Mitch Ferrino – Songwriter, Music Producer (Black Queer Town Hall)
- Genie – Dancing Mailbox, Executive Creative Director (Virtue)
- Jake Wilson – Music Video Director
- Meg Pearce – Senior Art Director (Virtue)
- Alicia Bee – Art Director (Virtue)
- Katie Cascio – Senior Copywriter (Virtue)
- Cal Laird – Editor
- Lauren Niedlman – Animator
- Raphaeël Ajuelos – Audio Mixer
- Ivan Olivo – Agency Producer (Virtue)
- Ken Kitch – Executive Producer (Virtue)
- Columbia Tatone – Line Producer
- Whitney Newman – Costume Designer (Most Office Uniforms)
- Mr. Gorgeous – Costume Designer (Mailbox)
- Nichelle Sanders – Client Partner (Virtue)
- Carli Nicholas – Account Director (Virtue)
- Taylor Delbridge – Communications Strategy Director (Virtue)
- Madeline Dooney – Communications Strategist (Virtue)
- Kim Uong- Senior Brand Strategist (Virtue)