# Prime Minister Rishi Sunak calls for early general election to boost public engagement



Prime Minister Rishi Sunak has initiated an early general election, with a senior Conservative Party ally attributing the decision to the desire to force public engagement. This explanation was shared during an interview with the Financial Times. The election campaign has already seen notable moments, including Sunak addressing the public in the rain, interacting with Welsh football fans (despite Wales not qualifying for the upcoming Euros), and visiting Belfast's Titanic Quarter.

Additionally, there have been internal challenges within the Conservative Party, as highlighted by a memo mistakenly sent to Tory MPs, criticizing the disorganized start of the campaign. Another significant incident involved a Conservative MP endorsing the Reform UK party in her constituency.

These events come as the government seeks to regain the attention of voters, who, according to party insiders, had stopped engaging with their messages. The campaign's outcome remains uncertain as the election approaches.