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# LULAC leaders call Latino Vote Iowa caucus campaign a success in turnout

For immediate release  
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DES MOINES, IA – The League of United Latin American Citizens of Iowa announced tonight that early factors indicate its Latino Vote Iowa caucus campaign was a success in engaging more than 10,000 Latinos statewide to participate in the 2016 Iowa Caucuses.

“We feel very inspired by the passion our people have shown in becoming involved in the caucus process,” said Joe Enriquez Henry, National LULAC Vice President of the Midwest and campaign director. “We have accomplished what we set out to do, which was to raise the profile of the Latino vote in Iowa, educate our community about the caucuses – especially our youth – and mobilize our people to attend and voice their choice for the next president of the United States. We feel confident that our people knew the importance they would have in the outcome of tonight’s caucuses.”

LULAC of Iowa’s announcement is based on the responses campaign field staff received from phone calls, door-knocking in-person contacts and “Commit to Caucus” returns from mailers the organization has received.

LULAC of Iowa had reached out to almost 50,000 registered Latino voters in the state – through more than 100,000 phone calls, more than 150,000 pieces of direct mail, more than 15,000 face-to-face connections and dozens of caucus trainings throughout the state – with the intent to draw at least 10,000 to participate on caucus night. About 200,000 Iowans were expected to participate in both the Democratic and Republican caucuses.

The true result of tonight’s caucus turnout will be verified when LULAC of Iowa is able to analyze the caucus attendance files from both the Republican and Democratic parties, Enriquez Henry said.

“In order for us to validate our results, we need both parties to willingly, in a timely manner turn over their caucus-goer files, which we will purchase from them,” he said.

**The League of United Latin American Citizens (LULAC)** is the nation’s largest and oldest civil rights volunteer-based organization that empowers Hispanic Americans and builds strong Latino communities. Headquartered in Washington, D.C. with 1,000 councils around the United States and Puerto Rico, LULAC’s programs, services and advocacy address the most important issues for Latinos, meeting critical needs of today and the future.

For more information, contact Joe Enriquez Henry at 515.208.7312; or Melissa Walker at 515.681.7731 or [mwmediaconsultants@yahoo.com](mailto:mwmediaconsultants@yahoo.com), or visit [www.lulaciowa.org](http://www.lulaciowa.org).

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