



# Iowa LULAC launches Latino vote campaign in Iowa's 4<sup>th</sup> District

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DES MOINES, IA – The League of United Latin American Citizens today launched an informational campaign to encourage Latinos to participate in the June 7 primary election for Iowa's 4th Congressional District.

Any registered voter can participate in the primary, regardless of current party affiliation, but is required to register with the party they intend to vote with in the primary. The fourth district encompasses northwestern Iowa and includes the communities of Ames, Boone, Fort Dodge, Mason City, Sioux City and Storm Lake.

"We want our community to know how crucial their participation is in this primary race," said Joe Enriquez Henry of Des Moines, the National LULAC vice president of the Midwest region. "We showed how powerful the Latino vote can be with the outcome of the Iowa Caucuses, and now we want to carry that momentum forward in selecting a candidate who supports the Latino community."

LULAC's outreach will involve more than 11,000 registered Latino voters in northwest Iowa with a concentrated effort on the communities of Storm Lake and Sioux City. The "get out the vote" campaign will include phone calls to registered voters and door-to-door neighborhood canvassing. Within the next week, registered voters will receive a mailing that will explain how they can vote in the primary by mail.

"We want to ensure a candidate represents the issues that are important to us: laws that protect the right to vote, good jobs, access to affordable health care and education, a pathway to citizenship for the 12 million undocumented immigrants living in our country and an end to private detention centers," Enriquez Henry said.

LULAC will expand its efforts after the primary to include the entire state leading up to the Nov. 8 general election. Efforts will be similar to the work LULAC conducted for the 2016 Iowa Caucuses, which drew a record number of Iowa's Latinos, who influenced the outcome of both parties' caucuses.

**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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