



Iowa LULAC, Hispanic Institute join to boost Latino turnout for November election

For immediate release

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DES MOINES – Leaders from the League of United Latin American Citizens of Iowa and The Hispanic Institute today announced a joint statewide grassroots campaign to reach out to almost 50,000 registered Latino voters and encourage them to vote Nov. 8.

Latino Vote Iowa is the first-ever largescale outreach to the Latino community for a general election. LULAC of Iowa broke new ground earlier this year when the civil rights organization led a successful campaign to draw a record number of Latinos to participate in the Iowa Caucuses.

“Our vote will be a significant decision-maker in the election,” said Joe Enriquez Henry, National LULAC vice president of the Midwest. “We had tremendous success in rallying our people for the Iowa Caucuses. We want to do the same in November.”

The Latino Vote Iowa campaign is a grassroots effort that will include field staff who will go door-to-door to connect with two-thirds of the registered Latino voters in the state. Those communities that will be targeted are located in Dallas, Johnson, Marshall, Muscatine, Polk and Scott counties.

Within the past year, LULAC has raised more than \$265,000 in campaign contributions and other donations, which have all gone toward its efforts to engage and inform Latino voters in the election process.

The Latino Vote Iowa campaign is nonpartisan but encourages voters to learn candidates’ positions in the areas of Medicaid expansion, public education funding, affordable healthcare, increasing the minimum wages and immigration. Registered voters will receive information about how to vote and how to register, voter eligibility and how to handle problems at the polls. All printed materials will be available in English and Spanish.

The American Civil Liberties Union of Iowa will assist Iowa LULAC in training campaign staff members and providing other administrative support.

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.

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The Hispanic Institute (THI) is a 501(c)3 tax-exempt organization that seeks to promote and grow the participation of Hispanics in civic engagement and the electoral process. To achieve this goal, THI organizes and implements Voter Registration, Voter Education, and Get-Out-The-Vote projects throughout the country. For more information, please visit www.thehispanicinstitute.org.

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