



Joe Enríquez Henry  
*State Director*

## LULAC begins outreach effort to Iowa Latinos; unveils new website

Michael Reyes  
*Deputy State Director*

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G.G. Sierra  
*Immediate Past State Director*

DES MOINES – The Iowa League of United Latin American Citizens today began its outreach campaign as the next step in its efforts to increase the number of Latinos who are registered to vote in the Nov. 6 election.

Kirstin Shaw  
*State Secretary*

Today, between 10,000 and 12,000 postcards were sent to Latinos families in Iowa's 2<sup>nd</sup> Congressional District in eastern Iowa. Next week, another 16,000 postcards will be sent to Latinos in Iowa's 3<sup>rd</sup> and 4<sup>th</sup> Congressional Districts. Latinos in the 1<sup>st</sup> District also will be contacted in the near future.

Toni Robertson  
*State Treasurer*

Melissa Walker  
*State Director for Publicity*

LULAC this summer completed what is believed to be the state's first-ever voter analysis of the Latino community in Iowa using the state database of registered voters. About 35,000 Latinos were identified during the process, along with their ages, residences and voting history. LULAC leaders are now contacting those individuals through mailings to seek their help in registering family members, neighbors and friends who are not currently registered to vote.

Mary Campos  
*Deputy State Director for the Elderly*

Teresa Garcia  
*Deputy State Director for Women's Activities*

"We believe with the help of our fellow Latinos, we can make our community a more powerful voting bloc in Iowa," said Joe Enriquez Henry, state director of LULAC and president of Council 307 in Des Moines. "Like all Iowans, we want equal access to jobs, education and healthcare, and we're hopeful our collective voice will show this at the polls on Election Day."

Antonio Cedillo  
*Deputy State Director for Youth Activities*

Within the next couple of weeks, LULAC will begin a phone calling campaign to contact registered Latino voters. These phone calls will serve as a follow-up step to the postcard mailing to ensure individuals know about LULAC, that they plan to vote and that they will encourage other Latinos to register to vote.

LULAC Iowa also has unveiled a new website: [www.lulaciowa.org](http://www.lulaciowa.org). The website contains information about how to vote and form a LULAC council, as well as videos, press releases, logos and data about Latinos in Iowa.

For more information, contact Joe Enriquez Henry at 515.208.7312; or Melissa Walker at 515.681.7731 or [media@iowalatinos.org](mailto:media@iowalatinos.org).

Visit [www.lulaciowa.org](http://www.lulaciowa.org)

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