



LEAGUE of UNITED LATIN AMERICAN CITIZENS

Council No. 307

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DES MOINES, IA – Council 307 of the League of United Latin America Citizens will hold a voter registration drive this weekend as its first step to increase the Latino voice in Iowa for the November 2012 elections.

“We feel it is important for our community to be part of the electoral process,” said Joseph Enriquez Henry, president of Council 307 in Des Moines. “It is our right and responsibility to fully engage in the process, and I strongly believe that our growing community will play a pivotal role in the 2012 elections.”

The registration drive will be held from 1 to 4 p.m. May 12 at La Tapatia Tienda Mexicana, 1440 Des Moines St., in Des Moines.

Latinos across the United States are expected to have a greater voice in the 2012 elections. According to the 2010 U.S. Census, the Latino community has grown to 50.5 million residents, up from 35 million in 2000, and is the country’s largest minority group. The number of eligible Latino voters has also increased from 13 million to 21 million during the 10-year period, according to a study by The Pew Research Center, a nonpartisan public opinion research group.

The case is the same in Iowa where the Latino population increased almost 84 percent from the 2000 Census to more than 151,500 residents, or 5 percent of Iowa’s 3 million residents, according to the 2010 Census.

Enriquez Henry, who also serves as LULAC state director, said voter registration is a top priority of LULAC in Iowa this year, and is only part of the larger campaign Council 307 has planned. Council members also will search voter records to identify Latino voters and work with them to register family members and friends. In addition, Council 307 will work with other local groups to help mobilize voters and get them to the polls on Election Day.

Enriquez Henry said Council 307 would want to register and identify about 10,000 Latino voters in Polk County by Aug. 1.

Council 307’s work is part of a national effort by LULAC councils to help register and increase the Hispanic voter turnout to record numbers for the November 2012 elections.

Founded in 1929, the League of United Latin American Citizens is the oldest Latino civil rights organization in the United States. There are more than 900 local LULAC councils, which hold voter registration drives, provide awareness to residents about language and immigration issues, sponsor programs and advocate for Latinos.

For more information, please contact Joe Enriquez Henry at 515.208.7312 or joehenry@iowalatinos.org, or visit www.iowaLatinos.org.

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