



Iowa LULAC to reach out to Latino voters with Hispanic Institute grant

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DES MOINES – The Hispanic Institute has given the League of United Latin American Citizens of Iowa a significant grant to identify and reach out to Latino voters in Iowa.

The effort is part of the Hispanic Institute's national 2014 Get-Out-The-Vote campaign, which includes bilingual materials and public service announcements to encourage Latinos to vote in Tuesday's election.

Iowa has been identified as one of five states with the most competitive elections this November. The other states are Nevada, Colorado, North Carolina and Georgia.

"It is vital that we reach out to our Latino community and encourage them to vote, not only in this election but all elections," said Joe Enriquez Henry, state director of LULAC of Iowa. "We are a rapidly growing sector of the population, and we have the power to change the outcome of elections. Candidates who are not reaching out to us are underestimating the influence we can have."

Enriquez Henry will share more information about LULAC of Iowa's efforts at a 4 p.m. press conference Saturday in Iowa Hall B at the Holiday Inn-Airport, 6111 Fleur Drive in Des Moines. Afterward, LULAC Council 307 will host its annual Iowa Latino Leadership Awards Banquet in Iowa Hall A.

LULAC of Iowa has identified Latino voters within Iowa's Third Congressional District using the most recent statewide voting records available. This Get-Out-The-Vote effort will include phone calls, advertisements on Spanish-language radio stations, and bilingual fliers that will be hand delivered to about 10,000 registered Latino voter households in Polk County in the coming days.

"Hispanics have an historic chance to influence policy on the issues that matter most to them," said Gus West, board chairman of the Hispanic Institute. "Our campaign will call on them to seize that opportunity."

For more information, contact Joe Enriquez Henry at 515.208.7312 or joehenry@iowalatinos.org; or Melissa Walker at 515.681.7731 or media@iowalatinos.org.

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Visit www.lulaciowa.org

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