

FOR IMMEDIATE RELEASE / AUG. 3, 2023

CONTACT: Joseph Garcia, Chicanos Por La Causa, 480-459-0922 / Joseph.Garcia@CPLC.org
Maria Forero, League of United Latin American Citizens, 5613057799 / lulac2023@zaidpr.com

Chicanos Por La Causa and LULAC Commit to Unified Effort to Bolster Latino Vote

ALBUQUERQUE, NM – Chicanos Por La Causa (CPLC) and the League of United Latin American Citizens (LULAC) today committed to joining forces to bolster the Latino vote across the nation for the 2024 presidential election.

The announcement, made at the 2023 LULAC National Convention being held this week in Albuquerque, is significant in that it unites two of the nation's largest and most-trusted Latino organizations in a collaborated and strategic effort to further empower the Latino vote nationwide and in key states.

CPLC, founded in 1969, has operations in five states (Arizona, Nevada, New Mexico, Texas and California). LULAC, founded in 1929, has 132,000 members and more than 1,000 councils nationwide.

“We have a proven model from the 2022 Midterm Election, when our Latino Loud get-out-the-vote campaign registered more than 37,000 new voters,” said David Adame, president and CEO of CPLC. “Our voter outreach resulted in nearly 60,000 more Latino voters than 2018, with more than 400,000 Latinos casting a ballot in Arizona.”

CPLC, a 501C3 community development nonprofit, impacted more than one million people last year through its programs, services, shelters and affordable housing. Its sister advocacy organization, Si Se Vota CPLC Action Fund, a 501C4 nonprofit, oversaw the Latino Loud GOTV campaign, which focused heavily on digital media in order to reach younger Latinos and low-propensity voters. Canvassing, events, billboards, mailers, texting and social media also were utilized.

“Last election, we invested – and I emphasize ‘invested’ because we are combating voter suppression to defend and advance democracy – \$10 million to build a successful model for engaging and empowering the Latino electorate. And I’m happy to report, we knocked it out of the park,” Adame said.

“That was a one-time self-funded effort. We need to raise a similar amount for the next election for Arizona, and for Nevada, as well,” he added, emphasizing the Latino Loud GOTV campaign will expand beyond those two battleground states and even beyond the Southwest.

Additionally, nonpartisan efforts to increase Latino voter registration will be conducted at the many community centers CPLC operates in various states.

Domingo Garcia, national president of LULAC, said joining forces with CPLC will strengthen its longtime voter outreach efforts in the United States, including Puerto Rico. He cited CPLC as a longtime friend and ally that will help realize the Latino potential in elections.

“We have the numbers, and we have the energy. We just need to tap into both to ensure more Latino candidates are elected, and more Latino issues are being addressed by elected officials,” Garcia said at the joint news conference.

The two organizations will work together in the coming months to develop a blueprint for voter success, as advocates for more affordable housing, education equity, social justice, workforce development and Latino community development.

“Our voice is our vote. If we want to be heard, we’ve got to do it at the ballot box. The Latino vote already is showing an impact on election outcomes, but we’ve just scratched the surface. There’s no stopping us now,” Adame added.

Garcia concurred. “Now is the time for Latinos to take a greater leadership position in this nation to address our community’s many problems and challenges – in everything from immigration to education, housing and health care. The needs are many, but we are many and can make the difference – if we vote.”

According to 2020 Census data, there are 62.1 million Hispanics living in the United States. Latino voters represent 14.3% of the U.S. electorate, making Latinos the second-largest segment of the voter bloc.

“The Latino vote is essential to winning elections, in everything from the presidency to Congress, to state, local and school boards. We will make that abundantly clear in 2024,” Garcia concluded.

#