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November 14, 2017

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**CIVICA LATINO, A STATEWIDE NONPARTISAN NONPROFIT
EFFORT, LAUNCHED TO INCREASE LATINO VOTER
TURNOUT FOR 2018 PRIMARY, GENERAL ELECTIONS**

*Nonprofit Eyes Increase in 2018 Primary Turnout by 500,000 Latino Voters,
Permanently Change Voter Habits*

SACRAMENTO, CA – Organizers of CIVICA Latino, a statewide nonpartisan nonprofit effort, today launched their new organization and laid out their strategy to increase Latino voter participation for the 2018 Primary election by 500,000 voters in California, in the process beginning to permanently change the voting habits of Latino voters. Republican, Democrat and Nonpartisan political experts lead the recently formed effort.

"Our democracy works best when every eligible voter is registered, every citizen votes, and all voters feel welcome at the polls," said California Secretary of State Alex Padilla. "Closing the civic engagement gap is critical. I applaud CIVICA Latino for working to ensure maximum civic participation in California."

Despite an overwhelming growth in Latino population numbers both nationally and in California, Latino voter participation has not kept pace. Equally significant is the vast swings in voter participation for Primary and General elections among Latino voters compared to the rest of the voting population.

"CIVICA was formed to increase Latino voter participation at the polls and change the voting habits of Latinos, young and old alike, who have not been a part of the election process," said Michael Bustamante, one of the co-founders of CIVICA. "We intend to close the gap on the disparities that exist today, and frankly have existed for too long, at the voting booth. Increasing Latino voter participation is a game changer, not just with who gets elected, but with how and for what reasons those decisions are made."

California voters, Latinos in particular, have historically tended to participate in Presidential or Gubernatorial General elections at a much higher rate than in off-cycle or Primary elections. As a

result, many are cut out of the most crucial opportunities to impact which of the candidates move on to runoff elections.

“Today we are launching CIVICA Latino, an organization that aims to address the gap in civic engagement that affects all Californians,” said Speaker Emeritus and co-founder John A. Perez. “By increasing civic engagement in Latino communities, from voting in off year elections to attending City Council and School Board meetings, we are creating the conditions for all levels of government to be responsive and representative of all Californians.”

For the 2018 primary, early projections estimate Latinos will comprise about 16% of the total voter turnout. CIVICA Latino is designed to change the habitual practices among Latino voters statewide by launching a multi-generation engagement to turn out registered voters in statewide primaries and off-cycle elections. Our nonpartisan approach ensures that all voices will be heard in Sacramento and beyond.

"Low voter participation among California's fastest growing population is a threat to our ability to govern and is beginning to undermine democracy itself," said CIVICA co-founder Mike Madrid. "The racial disparity evident at the ballot box has now become apparent in the racial disparity among elected officials in California. When any community has representation levels less than half of what its population numbers are, we can expect to see societal pressure and tension on issues that are not being addressed. The best and healthiest resolution to this is promoting civic engagement and voter participation while also demonstrating to Latinos that as a community, we have a stake in the future of this state."

About CIVICA Latino

CIVICA Latino is a statewide, nonpartisan nonprofit organization, whose purpose is to increase Latino community engagement and voter participation in California, regardless of party affiliation. CIVICA Latino is a California non-profit public benefit corporation, which operates as a 501(c)(3) charity. Learn more about the CIVICA Latino at: www.civicalatino.org

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