

Voto Latino and Global Grind Launch “United We Win” Campaign

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WASHINGTON, D.C. – Today, Voto Latino and Global Grind launched *United We Win*, a campaign to mobilize diverse communities to register to vote to create meaningful change. With the support of community leaders like Angela Glover Blackwell, Founder and CEO of PolicyLink, *United We Win* seeks to create long-term dialogue between the Latino and African-American communities, who are disproportionately profiled and share a core of common issues but rarely speak together with a unified voice to advocate for change.

Our communities are reeling from yet another example of racial profiling. Voto Latino and Global Grind have joined forces in response to the increasing number of wrongful shootings of young men of color, including the death of Michael Brown, who was killed by police. Brown was killed in Ferguson, Missouri, where in the last municipal election, only 6 percent of the voting population was African-American, despite blacks comprising 67 percent of Ferguson’s total population. This incident highlights the importance of voting in local elections to select leaders who represent the community’s voice. The midterm election this November presents an opportunity for our communities to ensure their voices no longer remain silent. Renewed and consistent participation will bring the change we desperately need.

Angela Glover Blackwell, Founder and CEO of PolicyLink said, “For people of color one lesson from Ferguson is this: if you don’t vote, you don’t count. To get the respect and opportunity we deserve, we must be full participants. We must register, vote, and act to ensure this tragic moment does not happen again.”

United We Win is an outlet for those who are driven to create institutional change. This initiative allows *all* Americans to take meaningful action by registering to vote via the newly-launched UnitedWeWin.us.

“The elected officials in Ferguson--those who make decisions that affect the everyday lives of its citizens--are not in tune with the needs of those they represent,” said Michael Skolnik, President and Editor-in-Chief of Global Grind. “When young people are faced with the problems we’ve seen in Ferguson, the long-term solutions lie in organizing our communities to hire and fire the right people to represent us.”

María Teresa Kumar, President and CEO, Voto Latino, said, “At a time when tensions are already high, our voices and our votes will be our weapons for change. The wrongful deaths of Michael Brown, Trayvon Martin, Alex Nieto, Andy Lopez, and countless others are unacceptable, and we *should* feel angry. But rather than letting our anger dominate us, let us dominate our anger. Let it fuel us and drive us to make our voices heard in this, and *every*, election.”

To learn more about *United We Win*, visit www.UnitedWeWin.us.

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WHERE :

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