



For Immediate Release

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The Latino Coalition Proudly Partners with TelevisaUnivision to Empower Hispanic Voters to Get Out to Vote with the "Vota Conmigo" New Edition Campaign

[Washington, DC] – [April 29] – The Latino Coalition, the leading advocacy and membership organization for U.S. Hispanic businesses, is proud to announce its partnership with TelevisaUnivision for the new edition of the Vota Conmigo campaign aimed at providing educational tools and resources to motivate every eligible Hispanic U.S. citizen to participate in the electoral process and cast their vote during this year's election cycle.

"Given all the important issues that impact the U.S. Hispanic community, it is important for our community - 62.1 million strong and representing almost 19% of the total U.S. population – to fully engage in the electoral process. It is one of the privileges of living in the United States, and our voices need to be heard," said CiCi Rojas, President, The Latino Coalition.

To support educating Hispanic audiences on voter registration procedures, absentee ballot requests, and early voting opportunities, The Latino Coalition will collaborate with TelevisaUnivision by sharing information to all of its members between now and election day.

For more information about the Vota Conmigo campaign and The Latino Coalition's involvement, please visit www.thelatinocoalition.com or Univision.com/VotaConmigo.

"Our Hispanic audiences in the communities we serve rely on us as a media company to deliver critical information and educational tools to help them make their decisions at the ballot box, and we want to ensure that they are fully equipped with the knowledge and resources they need to make their voices heard" said Teri Arvesu, Senior Vice President of Social Impact and Sustainability at TelevisaUnivision. *"This collaboration symbolizes a collective commitment to democracy, empowerment and inclusion. We are honored and excited to partner with The Latino Coalition to help us expand our reach and amplify the 'Vota Conmigo' campaign."*

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About The Latino Coalition (TLC): TLC is the leading advocacy and membership organization for U.S. Hispanic businesses. We are a pro-free-market, bipartisan, national Hispanic business association with the goal of ensuring every Hispanic American who wants to start and grow a business has the opportunity and the right economic environment to do so.

