



THE LIBRE INITIATIVE®



Happy Wednesday, Judy! *¡¿Qué Pasa, LIBRE?!* is your weekly guide to how LIBRE supports your state's Latino community. Share with a friend. [Sign up here!](#)

## In today's email:

**Featured Story –** LIBRE Rolls Out New Ads in \$1.5M Digital Outreach Effort to Latinos

**LIBRE Latest –** LIBRE insta a los latinos a votar con anticipación; Garza: When it Comes to Connecting with Latinos This Election “It’s Game On!”; The Latino Vote: Why It’s Swinging Right for Good Policy

**Sabor a Freedom podcast –** La clave del voto joven latino en las elecciones de 2024

**LIBRE Spotlight –** LIBRE’s Strategic Director in Arizona, Monet Bacs

**LIBRE Rolls Out New Ads in \$1.5M Digital Outreach Effort to Latinos**

We launched another round of digital ads as part of a \$1.5M outreach campaign to the Latino community through the end of 2024. The first ad released, “[Prosperity is Possible](#),” features LIBRE’s [Jeffrey Baldwin](#) talking to shoppers who are now paying \$58.08 more weekly for groceries to feed a family of four due to soaring inflation. [La Prosperidad es Posible](#) (Prosperity is Possible) is a movement devoted to helping hardworking Latinos achieve economic prosperity in the U.S.



The second ad released, “[Together, We Can Save the American Dream](#)” highlights the sentiment amongst Latinos regarding top-of-mind preoccupations released in a poll conducted by The LIBRE Institute.

[According to the poll](#), “Young Latinos say they were better off just four years ago,” and “72% feel the country is headed in the wrong direction,” explains the video.

## LIBRE Latest



[LIBRE se une a Univision y la campaña Vota Conmigo para motivar a los latinos a votar con anticipación](#)

Ya queda poco. El día de las elecciones se

aproxima el 5 de noviembre, pero la votación anticipada ya ha comenzado en la mayoría de los estados. La Iniciativa LIBRE y Univision se unen en colaboración con la campaña *Vota Conmigo* instando a los votantes a asegurar su voto temprano. Como explica Judy Pino de LIBRE, el mejor legado que los latinos pueden dejar es ejercer su derecho al voto.



## [The Latino Vote: Why It's Swinging Right for Good Policy](#)

As Election Day approaches, both parties are working hard to woo one demographic that will play a critical role not only this year, but for decades to come: the Latino vote. It's no surprise why. [Read more.](#)



## [Garza: When it Comes to Connecting with Latinos This Election “It’s Game On!”](#)

“For the most part, the Republican Party just did a very inadequate job, I think, of connecting with the Latino community,” LIBRE’s Founding President Daniel Garza, told the LA Times, “That is no longer the case. What you’re seeing is much more investment. Groups like ours, who are center right, are driving a different conversation about policy in a different direction, pointing to different candidates. [So, it’s game on.](#)”



## [LIBRE Political Operatives Featured in PBS Documentary “Voces: Latino Vote 2024”](#)

Jonathan Soto, LIBRE's Deputy Director of Grassroots Operations in Arizona is featured in the new documentary film, “Voces: Latino Vote 2024”. The film focuses on the key issues that will drive Latino voter turnout in some of the most hotly contested battleground states, including Arizona, Wisconsin, and Pennsylvania. The documentary and collection of digital shorts examine the priorities of the politically diverse Latino electorate in the run-up to the 2024 presidential election.

## **Sabor a Freedom Podcast**

### **La clave del voto joven latino en las elecciones de 2024**

Wadi Gaitan no es solo un comunicador político; es una de esas figuras que entienden la importancia de crear puentes entre generaciones. Su trabajo con Libre ha sido clave para conectar con una nueva ola de jóvenes latinos, jóvenes que tienen la capacidad de cambiar el rumbo de las elecciones de 2024.



Escuche Episodio ➔



## LIBRE Spotlight

Monet Bacs, Strategic Director for the LIBRE Arizona State Chapter



# THE LIBRE INITIATIVE

**"I love being part of an organization that truly prioritizes my community, not just during election years, but every single day of the year. It's inspiring to work in a place where core principles guide us, where we are changing society through policy, and breaking down political barriers that get in the way of Latinos achieving their unique American Dream."**

**Monet Bacs**

Strategic Director  
Phoenix, Arizona



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Want to know what is impacting Latinos in real-time? Follow us on Instagram [@WeAreLibre](https://www.instagram.com/wearelibre) and on Facebook [@TheLIBREInitiative](https://www.facebook.com/TheLIBREInitiative)

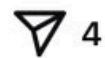


# TRADITION IS NOT THE WORSHIP OF ASHES, BUT THE *Preservation of Fire*

Gustav Mahler



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wearelibre Traditional Latino values of hard work, family, patriotism, faith and dignity are the same conservative values that built the best nation in the world. They are eternal, reliable and lead to prosperity.