

Voto Latino & SiTV Crash the Parties at DNC & RNC

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Voto Latino Announces New Partnerships With iTunes, Fonovisa, Myspace, MTV-Tr3s, GoTV/EsMusica and Remezcla; Non-Profit Organization Continues to Raise Awareness Around the Latino Youth Vote and Doubles Voter Registration Goals.

With a stellar list of supporters at the recent Democratic National Convention, Rosario Dawson and her organization dedicated to Latino empowering youth, Voto Latino and event partner Pacific Gas & Electric Company elevated the importance of engaging the Latino youth vote in the upcoming presidential election.

"During the Primaries roughly 52% of the Latino vote comprised Latinos between the ages of 18-29. The power that this group holds is pivotal in determining the next president of the United States, and Voto Latino's aim is to empower them to use their voice and vote," said Maria Teresa Petersen, executive director of Voto Latino, a leading non-partisan voter registration organization dedicated to Latino youth.

Since January 2008, Voto Latino has registered more than 25,000 new voters. They are on track to double their initial voter registration goals. With their award-winning "Crash the Parties" initiative, Voto Latino & SiTV extensively covered the DNC & RNC Conventions; convention reports from DNC correspondent Wendy Carillo and RNC correspondent Michael Monrroy can be viewed at www.SiTV.com

The DNC event for roughly 400 guests was held at Vinyl on August 27th and represented a cross-cultural, cross-generational, cross-industry celebration uniting elected officials, celebrities and the business community alike in an effort to enfranchise the Latino youth in America through the power of voting. Voto Latino moved into RNC-related activities last week, with Rosario Dawson speaking at the RNC Latino Leaders Luncheon in Minneapolis.

Voto Latino's co-founders Maria Teresa Petersen and Rosario Dawson, Co-Chair Mayor Gavin Newsom (San Francisco), and SVP of Pacific Gas and Electric Company Nancy McFadden, special honored guest Governor Janet Napolitano (AZ), Jennifer Lopez, actor Wilmer Valderrama, Jessica Alba, rapper Fat Joe, actress Sofia Vergara, Congresswoman Hilda Solis (CA), Craig Newmark (founder of Craigslist.org), Senator Robert Menendez (NJ), Governor Anibal Acevedo-Villa (Puerto Rico), ex-Mayor of SF Willie Brown, Congressman Sylvestre Reyes (TX) and ex-governor Gray Davis (CA) were amongst those in attendance. Performers included GRAMMY-nominated electronic artist Nortec Collective and KCRW dj Raul Campos.

With the election fast-approaching, Voto Latino is announcing several new initiatives including:

-Partnership with iTunes Latino/Apple. Following the success of the iTunes-exclusive Voto Latino Benefit Album (which spent three straight weeks at #1 on the iTunes Latino sales chart), Apple has graciously donated more than 100,000 iTunes/Voto Latino download cards featuring five free songs and a link to non-partisan voter registration. The cards are being distributed nationally via partnerships with key radio stations such as Latino 96.3 (Los Angeles), La Kalle (San Francisco), Latino Vibe (Phoenix) and La Que Buena (Chicago) as well as popular television networks like LATV.

-Initiative with leading Regional Mexican label Fonovisa/Disa for a series of public service announcements (PSA's) in Spanish about the importance of voting and civic engagement. The partnership marks the first time that voter registration PSA's are being targeted to new citizens/immigrants from Mexico. Among the participating artists who contributed spots are Jenni Rivera, El Chapo de Sinaloa, La Arolladora Banda Limon and Yolanda Perez. The partnership with Fonovisa marks an important step in reaching out to newly eligible voters in the Midwest and Western states.

-Latino Vote special in conjunction with MTV Tr3s, set to air nationally in early October. The special will be hosted by Rosario Dawson and will feature several popular artists in a discussion about the presidential candidates as well as issues that matter most to Latino youth.

-Mobile partnership with leading content provider GoTV Networks/EsMusica. Voto Latino PSA's and voter engagement spots are being regularly featured in EsMusica's mobile content, which is delivered to carriers like Sprint, Verizon and AT&T.

-Partnership with Myspace Latino in which the popular social network will prominently feature Voto Latino's voter engagement spots and direct Latino youth to voter registration.

-Partnership with Latino lifestyle/entertainment site Remezcla that will focus on voter registration and engagement in New York, Miami, Chicago, Los Angeles and San Francisco.

About Voto Latino

Founded in 2004, Voto Latino is a non-partisan, nonprofit voter engagement organization that works to promote an enfranchised America by leveraging celebrity voices, multi-media platforms, and youth themselves to promote positive change. Voto Latino's mission is to engage a new generation of Americans in civic participation. For more information, please visit: www.votolatino.org.