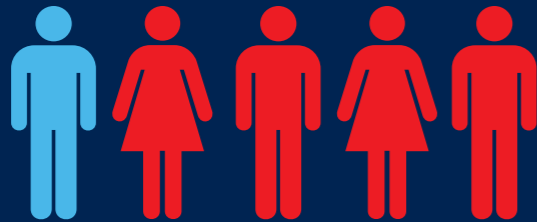


VOTOLATINO[★]

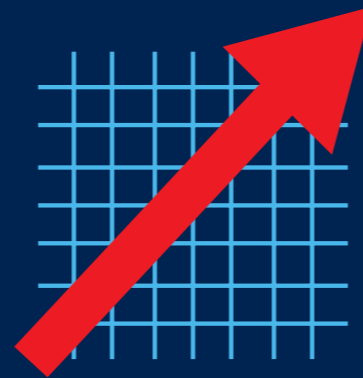
It's your country. Represent!

AMERICAN LATINOS

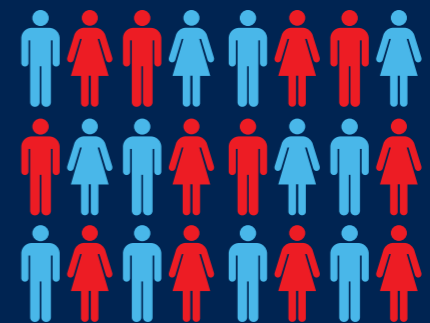
900,000 Latinos turn 18 every year



1 in every 5
Millennials is Latino



2nd fastest growing
group of Americans

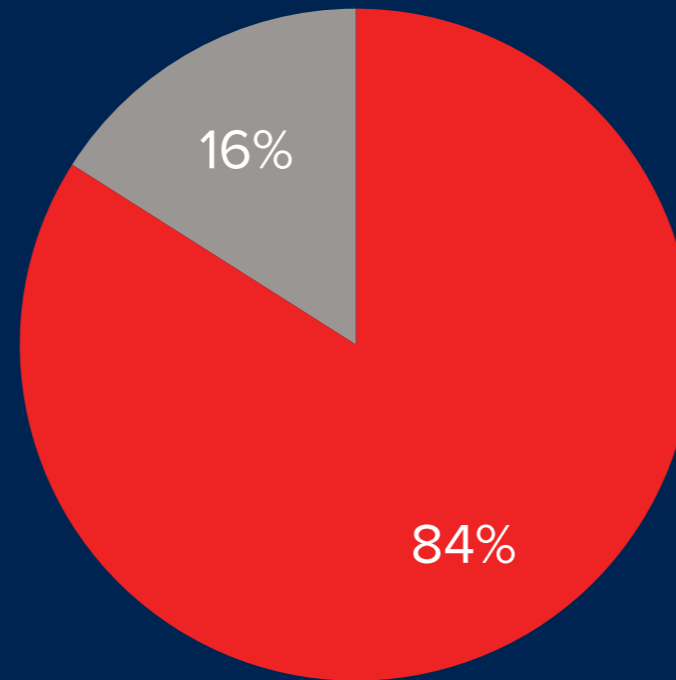


2nd largest group
of Americans

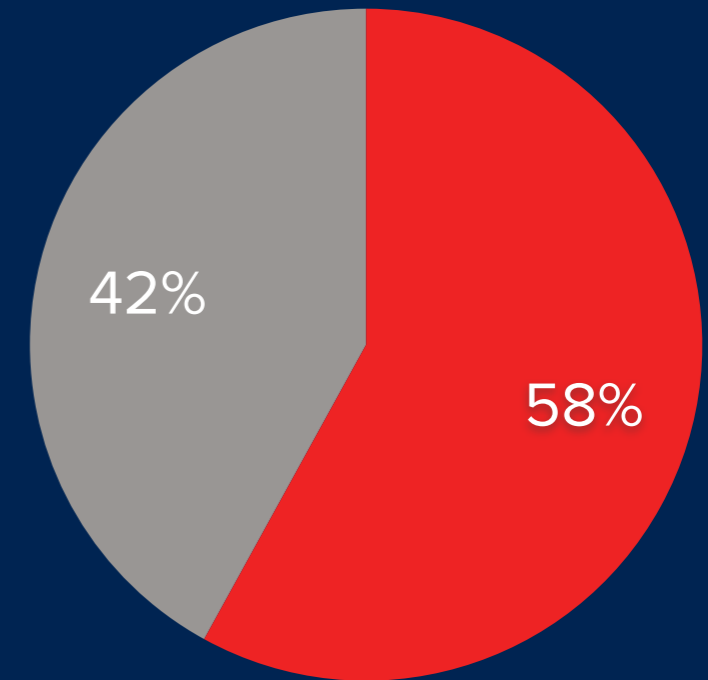
VL ROOTS: THE CASE FOR DIGITAL

Social Media Use as a Percentage of the Population

(Source: Pew Hispanic)



Latinos
(ages 18-29)



All U.S.
Internet Users

Additionally, low income Latino youth more than higher income Latino youth, are likely to use social media for the purposes of new opportunities for civic engagement.

(Source: Conference on Citizenship)

VL DIGITAL INFLUENCE

2015 BY THE NUMBERS

Impressions: **859,291,774**

Reach: **203,562,775**



11,518
followers



210,307
followers

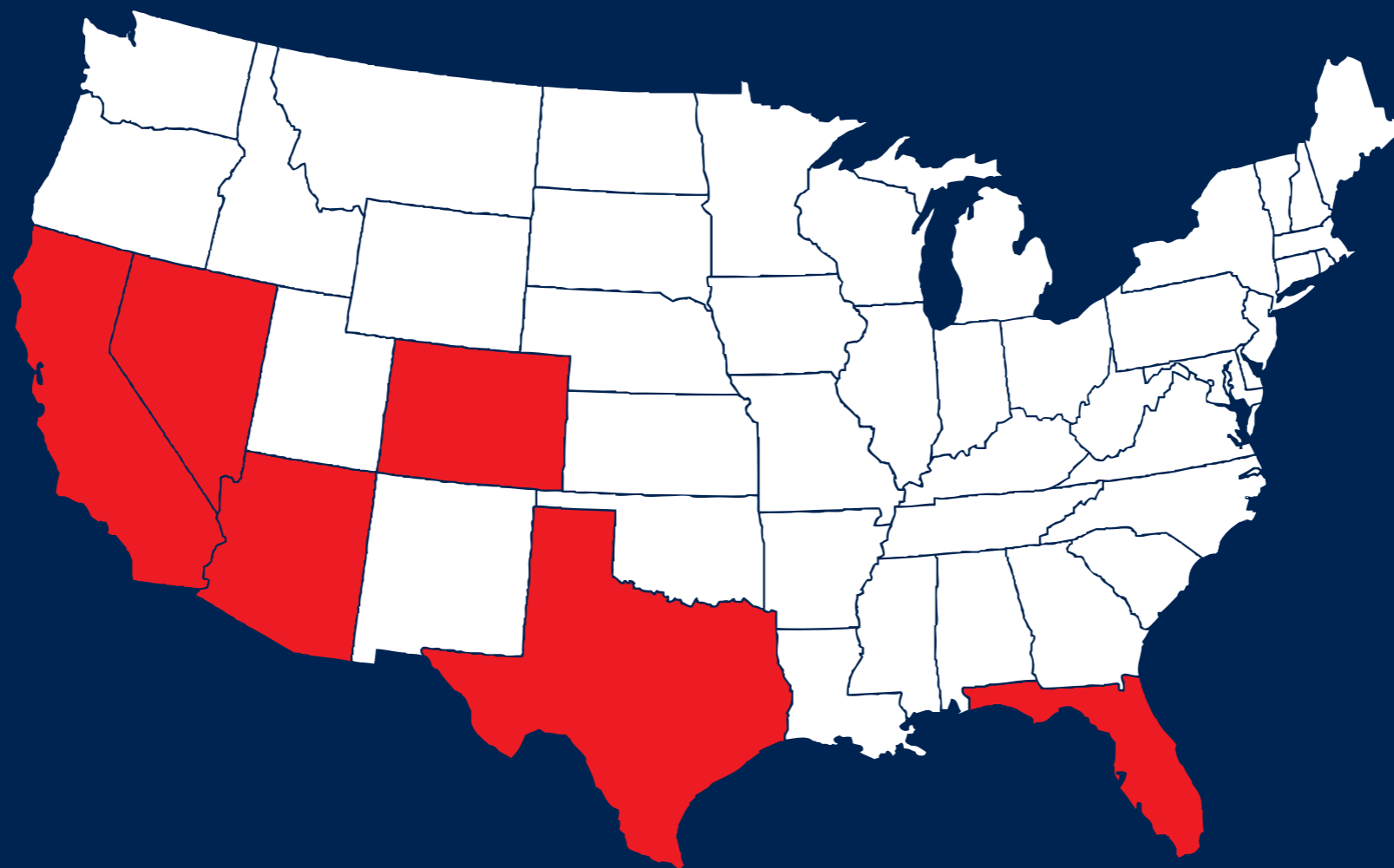


219,119
followers



47,996
followers

2016: ON THE GROUND



CLOSE-UP: NEVADA



There are
328,000 eligible
Latino voters
in Nevada.

This is **17.2%** of the total
Nevada electorate.

2016 INITIATIVES



Concert Series



VL Corps



VL Power Summit

GET IN TOUCH

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