**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
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

Instagram: 11,518 followers
Facebook: 210,307 followers
Google+: 219,119 followers
Twitter: 47,996 followers
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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