

Color The Vote mobilizes for November election

Written by

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Representatives from Minnesota's ALANA (African, Latino, Asian & Native American) communities came together in a strong show of solidarity to issue the call to action: 'You Vote, We Win!' launching the Color the Vote campaign from the State Office Building in St. Paul last week.

The Color the Vote campaign is sponsored by OneMN.org, a collaborative network of ALANA (African, Latino, Asian and Native American) communities, leaders, and individuals who agree to "eliminate racial barriers to success in Minnesota."

"The margin of victory of the last three gubernatorial elections has been less than the collective voting strength of ALANA voters in Minnesota says Ezell Jones, a member of One Minnesota's leadership team. "Our collective vote is critical in the upcoming election November 2."

Through its network of businesses, community agencies and media partnerships statewide, the ALANA network boasts a reach to over 800,000 ALANA community residents in Minnesota, 300,000 potential ALANA voters and a combined purchasing power topping \$12 billion dollars.

"With a \$5.8 billion dollar budget shortfall and critical policy issues to be discussed during the next legislative session, we need to have a voice at the table. Our campaign to mobilize our vote in November will be the voice representing over 800,000 Minnesota residents", says Brett Buckner, Color the Vote's campaign coordinator.

This grassroots campaign has gained momentum since its launch. The campaign has been adopted by organizations such as The Minneapolis Economic Development Agency (MEDA), Madasha Media, a media outlet serving East African Communities, La Voz, The Minnesota Black Chamber of Commerce, Phyllis Wheatley Center, dozens of radio and media outlets statewide and more.

'This is truly a non-partisan effort" stresses Buckner. "We're not endorsing, nor are we supported by any candidate, our goal is to simply educate & mobilize voters in our communities."

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As part of its outreach, the campaign has issued multi-lingual messaging to ensure that it is effectively reaching its diverse base. A rigorous viral and grassroots promotional efforts have earned the campaign tremendous support...and the attention of candidates.

The Color the Vote campaign will be revving up its outreach efforts in the weeks leading up to the election, November 2. For more information visit www.colorthevote.org or www.onemn.org or Color the Vote on Facebook.