

**For Immediate Release**

July 31st, 2020

*Committee to Defend the President*

Media Contact: Luka Ladan

**Committee to Defend the President Launches Major Ad Campaign  
for Minority Voters**

*New campaign, totaling over \$150,000, urges Black and Hispanic Americans to  
vote for President Trump*

Alexandria, VA — Today, the Committee to Defend the President—one of America’s largest pro-Trump super PACs—launched a new advertising campaign, featuring two new ads aimed at Black and Hispanic voters. The ad campaign urges minority voters to reconsider their allegiances to the Democratic Party and support President Trump in 2020.

The first ad ([see here](#)) criticizes Joe Biden for not even considering a Latino for Vice President, given that Hispanic Americans make up more than one-sixth of the U.S. population. The second ad ([see here](#)) argues that Democrats have repeatedly failed Black Americans living in depressed areas, which won't change with the election of Biden.

The Committee will spend \$80,000 to run the first ad nationally on Telemundo (in Spanish), while investing another \$20,000 to promote it on social media in Arizona and Florida, targeting Hispanic voters. As for the second ad, the Committee will spend \$20,000 on social media, targeting Black voters across North Carolina. Totaling more than \$150,000, the ad campaign officially launched this morning.

“The Democratic Party has failed Black and Hispanic voters time and time again, which even President Obama has acknowledged,” said Committee Chairman Ted Harvey. “Joe Biden’s refusal to consider a Latino running mate is yet another example of that failure, and he should be ashamed for claiming to champion minority communities. What those communities really need is four more years of President Trump’s strong, conservative leadership, which has economically empowered millions of Black and Hispanic Americans.”

***To schedule an interview, please contact Luka Ladan at [Luka.Ladan@ZenicaPR.com](mailto:Luka.Ladan@ZenicaPR.com) or (617) 932-9120. For more information, please visit [CommitteeToDefendThePresident.com](http://CommitteeToDefendThePresident.com).***

###