



For Immediate Release
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Latino Political Handbook Set for Release at Democratic & Republican Conventions

Latino Political Handbook to highlight the pivotal role of the Latino electorate in key battleground states

Los Angeles, CA – Today, *impreMedia*, one of the leading Hispanic news and information companies in the United States in online and print, and the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund announced the release of the **2008 Latino Political Handbook**. The handbook brings together important electoral statistics for the political analysis of the Latino vote, which includes four key 2008 battleground states (Florida, Colorado, New Mexico, Nevada). “As the general election kicks into high gear, the publication highlights the impact that a young, naturalized, and well informed Latino voter will have on this election,” said Monica Lozano, Senior Vice President of Newspapers for *impreMedia*.

The NALEO Educational Fund estimates that at least 9.2 million Latino voters will cast ballots in this year’s November Election, an increase of more than 20% from 2004. Arturo Vargas, Executive Director of the NALEO Educational Fund noted that “Latinos have become an important part of the American Political process. Whichever course either party intends to chart in 2008 and beyond, will require a strong understanding of the Latino electorate.” The publication will be formally released at the NALEO Educational Fund’s luncheon briefings on the Latino vote held during the Democratic and Republican National Conventions beginning next week.

Key Statistics:

- Latino voters may help decide as many as 46 Electoral Votes, at stake in critical battleground states.
- Latinos are an emerging electorate: Nearly half of the Latino Electorate in Nevada has registered since the 2004 Presidential Election (49.7%).
- Naturalized voters may play a key role: Nearly a third of Latino voting-age citizens are naturalized citizens (32.1%).
- Latino turnout is expected to increase: More than one million Latinos are expected to cast ballots in Florida
- Latinos are a young electorate: One in four Latino voters in Colorado are under the age of 30 (25.7%).

Copies of the **2008 Latino Political Handbook** and NALEO’s **Latino Election Handbook** will be available at the NALEO Educational Fund’s “*Ve Y Vota: Luncheon Briefing on the Latino Vote*” on Wednesday, August 27, 2008, from 12:00 p.m. – 1:30 p.m., at the Marriott City Center in Denver, Colorado, during the Democratic National Convention and on September 3, 2008, from 12:00 p.m. – 1:30 p.m., at the Marriott West in Minneapolis, Minnesota, during the Republican National Convention. A copy is also available on the NALEO Educational Fund website at: http://www.naleo.org/downloads/lph08_fnl.pdf or on the *impreMedia* website at: <http://www.impremedia.com>.

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About the NALEO Educational Fund:

The NALEO Educational Fund is the leading organization that facilitates full Latino participation in the American political process, from citizenship to public service. The NALEO Educational Fund is a non-profit, non-partisan organization whose constituency includes the more than 6,000 Latino elected and appointed officials nationwide.

About *impreMedia*:

ImpreMedia is the nation's leading Hispanic news and information company, online and in print. *ImpreMedia* provides advanced multi-platform media solutions for marketers to reach the rapidly growing and influential Hispanic market. Operating 26 online and print properties specifically targeted at the U.S. Hispanic population, *impreMedia* recently announced the launch of the multi-media national Latino web destination, www.impre.com, which combined with the company's print properties, reaches 41% of all U.S. Hispanic adults every month. *ImpreMedia* is also the nation's largest Hispanic newspaper publisher with publications in the top 10 Hispanic markets, reaching 17 markets in total, which represent 65% of the U.S. Hispanic population. Leading publications include *La Opinion* in Los Angeles and *El Diario La Prensa* in New York. For more information, visit their website at: www.impremedia.com. *ImpreMedia* portals and publications websites: www.impre.com, www.lavibra.com, www.impreautos.com, www.laopinion.com, www.eldiariiony.com, www.hoynyc.com, www.laraza.com, www.laprensafl.com, www.elmensajero.com, www.diariosrumbo.com, www.vistamagazine.com, and www.contigola.com.