

FOR IMMEDIATE RELEASE FRIDAY, SEPTEMBER 20th

PRESS CONTACT:

Clara Perrin, (612) 801-5859, clara@somosthefuture.org



Somos the Future Launches with a Bold Vision for Latino Political Power in the Upper Midwest

MINNEAPOLIS, Minn. Today, at a press conference held at the Minnesota State Capitol, [*Somos the Future*](#), was officially launched to amplify Latino representation across all levels of government. As the premier Latine-led political action committee (PAC) in the Upper Midwest, Somos the Future is dedicated to creating lasting change for Latino communities.

By mobilizing voters, endorsing candidates, and advocating for the needs, dreams, and perspectives of our community, Somos the Future aims to ensure that Latino voices are prominently represented in decision-making processes. Together, we can build a more inclusive and equitable future for all.

“Somos the Future will give us the tools to influence elections. By establishing this PAC, we’re ensuring that Latinos not only have a voice but also the political power to drive real, lasting change in our communities, said Carolina Ortiz, Board President, Somos the Future.

Somos the Future is grounded in three core pillars: voice, growth, and legacy. It is poised to have an impact on the Latino electorate, leveraging organizing efforts, voter outreach, and a comprehensive digital media strategy to engage voters in the upper Midwest. Engaging this electorate is not only essential but transformative. Somos the Future aims to mobilize the power of our communities to ensure their voices are heard and their influence felt in the political decisions that shape their future.

“When Latinos thrive, the entire Midwest thrives. We are investing in the future of our political power, ensuring that Latinos are not only participants but key decision-makers in shaping policies that affect us all” said Mayra López, Board Secretary, Somos the Future.

As the Latino population continues to grow at a rapid pace in the Upper Midwest, it is more critical than ever that our voices are represented in every corner of the political decision-

making process. With a focus on engaging first-time voters, especially young Latinos, Somos the Future aims to build political endurance far beyond the 2024 election cycle.

“Somos the Future recognizes the immense potential of the Latino community and fights for its rightful place at the table in local, state, and national decision-making. By engaging young Latinos and first-time voters, we are planting the seeds for a future where our community is a powerful and permanent force in American politics,” said Sara Atilano, Elections Organizer.

During the event, Somos the Future unveiled its endorsed candidates for the 2024 elections, including Presidential endorsement and a list of candidates running for the Minnesota House. These endorsements reflect the PAC’s commitment to electing leaders who share the vision of a more equitable and inclusive future, will promote justice, expand opportunities, and drive lasting success for the Latino community.

“We are backing candidates who understand the challenges our community faces and have the courage to act. added Carolina Ortiz. “These endorsements are about transforming our future, strengthening our community’s power to shape policy, claim our space, and drive the progress we deserve.”

To continue building momentum and further advance the mission of Somos the Future, the PAC has announced a Week of Action from October 21–25. This initiative aims to mobilize the Latino community and strengthen Latino leadership. Somos the Future invites community members to join in and demonstrate the power of unity as we work together for a brighter future.

“This week of action is an opportunity for every member of our community to stand together and drive meaningful change” Eduardo Peñasco, Elections organizer.

Find photos of the press conference [here](#).

Paid for by Somos the Future (somosthefuture.org) and not authorized by any candidate or candidate’s committee.

###

About Somos the Future

Somos the Future is the premier Latine-led PAC driving Latino mobilization in the upper Midwest. We are dedicated to ensuring that our community’s needs, aspirations, and contributions are front and central in the political decisions that impact our lives. For more information, visit SomosTheFuture.org.