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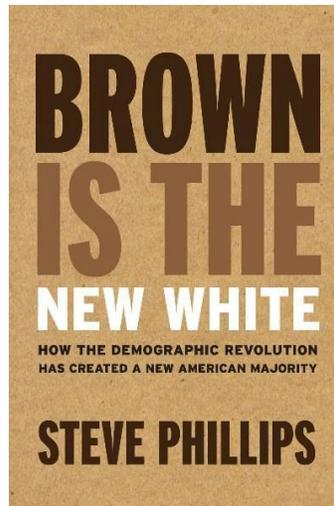
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Brown is the New White:
How the Demographic Revolution Has Created a New American Majority
by Steve Phillips

New York Times Bestseller

Washington Post Bestseller



“[H]ard-hitting ... abundant use of solid statistics ... brilliant commentary. Phillips' robust plea for profound political changes is motivating and will invite those new to the discussion to join in the fight for social change and racial equality in America. A passionate discussion of race and politics sure to inspire heated debate and ... proactive solutions.” —*Kirkus Reviews*

Democrats and progressives are going to lose if they don't turn out people of color in 2016.

Brown is the New White: How the Demographic Revolution Has Created a New American Majority is a wake-up call to the Democratic Party and progressive movement that they will lose elections and our country's future if they don't make turning out people of color and progressive whites a greater priority.

Despite the abundant evidence from Obama's victories proving that the U.S. population has fundamentally changed, many progressives and Democrats continue to waste millions of dollars chasing white swing voters. The explosive population growth of people of color in America over the past fifty years has laid the foundation for a New American Majority consisting of progressive people of color (23 percent of all eligible voters) and progressive whites (28 percent of all eligible

voters). These two groups make up 51 percent of all eligible voters in America right now and that majority is growing larger every day. Failing to properly appreciate this reality, progressives are at risk of missing this moment in history—and losing.

New York Times bestseller *Brown is the New White* takes an unvarnished look at the history of whites and people of color in America, revealing how the past has created current conditions that have revolutionary implications for U.S. politics in 2016 and beyond.

A leader in national politics for 30 years—from advancing the Jesse Jackson presidential campaigns in the 1980s to establishing the country’s first super PAC aimed at supporting Barak Obama’s bid for president— **Steve Phillips** has had a front-row seat to these extraordinary demographic and political changes. A civil rights lawyer and senior fellow at the Center for American Progress, Phillips draws on his extensive political experience to explain exactly how people of color and progressive whites add up to a new majority—while exposing how far behind the curve Democrats are in investing in communities of color.

Sounding a clarion call to action for the entire progressive movement, *Brown is the New White* illuminates a path forward to seize the opportunity created by the demographic revolution.

About the author:



Steve Phillips is a national political leader, civil rights lawyer, senior fellow at the Center for American Progress, and bestselling author of *Brown is the New White: How the Demographic Revolution Has Created a New American Majority*. In 1992 he became the youngest person ever elected to public office in San Francisco and went on to serve as president of the Board of Education. He is founder of PowerPAC+, a social justice organization dedicated to building a multiracial political coalition. PowerPAC+ conducted the largest independent voter mobilization efforts backing Barack Obama, Cory Booker, and Kamala Harris.

In 2014, he co-authored the first-ever audit of Democratic Party spending and was named one of “America’s Top 50 Influencers” by *Campaigns and Elections* magazine. He has appeared on multiple national radio and television networks including NBC, CNN, MSNBC, Fox News, and TV One.

For more information, please visit: www.brownisthenewwhite.com.

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