



Progress Puerto Rico Plays Critical Role Organizing & Empowering Puerto Rican Voters in Florida

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Media Advisory – IMMEDIATE RELEASE

[Progress Puerto Rico PAC](#) is proud to have played a critical role in empowering our Puerto Rican community both on and off the island to help determine the 2018 midterm election cycle in states like Florida. After years of cultivating our organic supporter base of over 5,000 Progress Puerto Rico aggressively launched our [Digital Voter Registration Campaign](#) in swing states nationwide reaching over 100,000 micro-targeted individuals on the mainland. Progress Puerto Rico yet again made history breaking ground and changing the status quo unveiling the first effort of its kind in the Puerto Rican community at the federal level.

We were proud to have given our formal *Stamp of Approval* to Senator Bill Nelson and Congressman Darren Soto in Florida. Launching an aggressive unparalleled voter education and engagement campaigns across the state successfully empowering, organizing and persuading Puerto Ricans living in Florida to get out and vote in Florida's 2018 midterm elections.

Co-founder Isabel Villalón [recently quoted in USA TODAY](#):

"In July, Progress Puerto Rico in partnership with Vote.org, launched an online voter registration drive focused particularly on residents in Florida.

"We think that we have the ability to make a difference there and we feel very strongly that a lot of the community that's left the island, but (also) people that have been there for years that have been underrepresented and under engaged, need that," said Isabel Villalón, a co-founder of the Miami-based political action committee.

The group said it has reached more 100,000 people in Florida who viewed videos on its website and clicked on links on its Facebook page." – Deborah Barfield Berry "[Midterms: Puerto Ricans displaced by Hurricane Maria may prove pivotal in Florida elections](#)", USA TODAY (10.09.2018)

Progress Puerto Rico PAC is the sole leading federal committee and volunteer led movement dedicated to politically amplifying the voice of puertorriqueños both on and off the island nationwide. As a decade old project of passion the goal of Progress Puerto Rico is to fill the desperate need for electoral advocacy in order to protect and advance the interests of the island and people of Puerto Rico.

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