

PR Newswire Takes a Look at the Influence of the Multicultural Population in the U.S.

Communications Experts Discuss How U.S. Latinos Can Shape the Outcome of the 2012 Election

NEW YORK, NY, October 1, 2012/PRNewswire/--As the largest minority group in the United States comprising 16.4% of the population, the Latino community is having an increasingly significant influence on a broad range of economic, cultural and political issues and, most recently, has become a key focus of attention for the national media and political leaders related to the presidential election and the Latino vote's potential to sway its outcome.

In order to take a closer look at the growing influence of the U.S. Latino electorate and uncover key factors that may shape how and for whom U.S. Latinos decide to vote, PR Newswire convened a distinguished group of multicultural communications experts to share their opinions on this topic. Through video interviews, the experts offered reasons behind this development, shared their opinions regarding the potential impact of the Latino vote, and also provided valuable advice on how communications professionals can successfully connect with and engage this key audience.

With 22 million eligible Hispanic voters and 12.2 million projected to vote this year¹, "there is little doubt that the Latino vote will have a significant impact in the 2012 presidential election and any organization trying to influence the outcome will, or should, look to incorporating Hispanic media into their strategy," said Brian Taylor, vice president, public interest markets, PR Newswire.

PR Newswire, to help ensure that its clients' messages reach the most relevant and influential audiences, continues to diversify its robust suite of communications solutions, including [customized election packages](#) designed to amplify their reach to targeted Hispanic news media focused on the public interest sector.

"It is not about multicultural marketing; it is about marketing to a multicultural America," said Lorraine Cortes-Vazquez, executive vice president, multicultural markets and engagement, AARP. "There is no longer a general market approach and a multicultural approach; it is such an infused and integrated process right now."

To further explore this important topic, PR Newswire will be hosting a webinar on October 4th, "Engaging the Rising Electorate: A Revealing Look at U.S. Latinos' Pivotal Role in the 2012 Election and Beyond."

Register today at <http://bit.ly/RPNhO8>.

About PR Newswire:

PR Newswire (www.prnewswire.com) is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry 58 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content — from rich media to online video to multimedia — and then distribute content and measure results across traditional, digital, mobile and social channels. Combining the

world's largest multi-channel, multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc company.

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SOURCE PR Newswire Association LLC

¹ National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, 2012,
<http://www.naleo.org/latinovote.html>