

New PUSA Spanish-Language Ad Slams Trump

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“Deal Or No Deal” Contrasts Trump’s Record of Failure with Biden’s Strong Leadership

Washington, DC — Priorities USA Action and Latino Victory Fund are announcing a new Spanish-language ad, which will run as part of our previously announced TV ad buy in Florida funded by Mike Bloomberg, and by Priorities on digital in other battleground states.

The ad, “[Deal Or No Deal](#),” contrasts Donald Trump’s record of failure on every front — mishandling the coronavirus, destroying the economy, and threatening millions of Americans’ health care — with Joe Biden’s strong track record of steady leadership and his unique fitness for this crucial moment in our country’s history.

“[Deal Or No Deal](#)” will air on cable and broadcast Spanish-language television in Miami. It will also run statewide on social and streaming video platforms in Arizona, Florida, Michigan, Pennsylvania and Wisconsin, specifically targeting Latino voters in both [English](#) and [Spanish](#).

“Donald Trump claims that he’s a master dealmaker, but he has failed to deliver for the Latino community time and time again,” said **Guy Cecil, Chairman of Priorities USA**. “On Trump’s watch, Latino voters have seen unprecedented sickness and death, widespread job loss, and repeated attacks on their health care. Enough is enough. It’s time for a real leader who has the strength to tackle the tough challenges facing our nation and put us back on the right track. It’s time for Joe Biden.”

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"President Trump has brought his failed and dishonest business practices to the White House. During his time as President, he has caused the loss of hundreds of thousands of American lives by mishandling the COVID-19 pandemic and inflicted great suffering on us all through his ill-informed policies. Our Latino community has been a target of his indifference and ineptitude, and only voting for Joe Biden as the next president of the United States will stop the damage caused by Trump and steer the nation toward unity and recovery," said **Luis A. Miranda, Jr., Chairperson of Latino Victory Fund.**

"Donald Trump brags about his ability to make a deal. Here's the real deal: Latinos have been let down by President Trump and can make their voices heard when they vote for Joe Biden," said **Mike Bloomberg.** "Joe Biden will be a president that keeps his promises and stands up for Latinos." This is part of Mike Bloomberg's commitment to spend \$100 million in Florida to support Vice President Joe Biden in defeating Donald Trump through advertising and a strong ground game to get out the vote in communities across Florida."