

New Bilingual Digital Ads Designed to Turn Out Dems in Key Battleground States

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“Vote Blue” will run in English and Spanish on digital platforms in presidential and Senate battleground states and draws a direct connection between showing up to protest and showing up to vote.

Washington, DC — Priorities USA Action and Senate Majority PAC are launching a \$7.5 million digital advertising program targeted at Democrats, with a specific focus on people of color, to drive voter turnout. The program will cover the wide set of options voters have to cast their ballot this fall, whether that is voting early in-person, returning ballots via mail or dropbox, or voting in-person on Election Day.

The program will run in four states key to winning the presidential race and taking back the Senate — Arizona, Maine, Michigan, and North Carolina — as well as three additional key presidential swing states — Florida, Pennsylvania, and Wisconsin — starting the last week of September and continuing through Election Day.

“Vote Blue” will run in [English](#) and [Spanish](#) on digital platforms in presidential and Senate battleground states. The ad draws a direct connection between showing up to protest and showing up to vote. In presidential battleground states, “Deflate” will remind voters, in [English](#) and [Spanish](#), of the chaos Donald Trump has created. In Senate battleground states, “Together,” running in [English](#) and [Spanish](#), connects Donald Trump’s failure of leadership to his Republican allies in the Senate like

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Martha McSally, Susan Collins and Thom Tillis.

In presidential states, the program will specifically focus on turning out people of color. In states that are crucial to flipping the Senate, the focus will be on voters that our model indicates are likely to support Biden but have a lower probability of voting. In a recent online panel test, these digital ads increased respondents' likelihood of voting in the 2020 election by approximately 2.5 percentage points, and drove increases in voter enthusiasm by as much as 5 percentage points.

"There are less than 50 days until ballots are counted and we're not taking a single vote for granted. It is more important than ever to remind Americans just how high the stakes are in November. Our country is still in crisis and Donald Trump continues to make everything worse," said **Guy Cecil, Chairman of Priorities USA**. "A Joe Biden presidency, along with a Democratic Senate, can build our country back stronger and better than it was before. We've invested every resource at our disposal to build a far-reaching program that will solidify Joe Biden's path to victory."

"Turning out the vote is crucial to securing a Democratic Senate majority and we're making sure that we are communicating with a broad coalition of voters in key states to do just that. This program will empower voters to make a plan to vote safely and securely in this historic election and make their voices heard," said **J.B. Poersch, President of Senate Majority PAC**.