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Somos the Future Launches with a Bold Vision for Latino Political Power in the Upper Midwest

MINNEAPOLIS, Minn. Today, at a press conference held at the Minnesota State Capitol, [Somos the Future](https://www.somosthefuture.org), officially launched its mission to amplify Latino representation across all levels of government. As the premier Latine-led political action committee (PAC) in the Upper Midwest, Somos the Future is poised to creating meaningful change for Latino communities through voter mobilization, candidate endorsements, and advocacy for community needs and aspirations.

“Somos the Future will give us the tools to influence elections. By establishing this PAC, we are ensuring that Latinos not only have a voice but also the political power to drive real, lasting change in our communities,” said Carolina Ortiz, Board President of Somos the Future.

Grounded in three core pillars – voice, growth, and legacy – Somos the Future aims to engage the rapidly growing Latino electorate. With a comprehensive digital media strategy, grassroots organizing and targeted voter outreach, the PA is dedicated to ensuring that Latino voices are not just heard but actively shape the political landscape.

“When Latinos thrive, the entire Midwest thrives. We are investing in the future of our political power, ensuring that Latinos are not only participants but key decision-makers in shaping policies that affect us all” stated Mayra López, Board Secretary of Somos the Future.

With the Latino population rapidly expanding in the Upper Midwest, the urgency for representation has never been greater. Somos the Future is committed to engaging first-

time voters, especially young Latinos, to build political endurance that extends well beyond the 2024 election cycle.

“Somos the Future recognizes the immense potential of the Latino community and fights for its rightful place at the table in local, state, and national decision-making. By engaging young Latinos and first-time voters, we are planting the seeds for a future where our community is a powerful and permanent force in American politics,” said Sara Atilano, Elections Organizer.

During the event, Somos the Future unveiled its endorsed candidates for the 2024 elections, including a Presidential endorsement and a slate of candidates running for the Minnesota House. These endorsements reflect the PAC’s commitment to electing leaders who champion equity, justice, and opportunities for all.

“We are backing candidates who understand the challenges our community faces and have the courage to act. Ortiz added. “These endorsements are about transforming our future and strengthening our community’s power to shape policy, claim our space, and drive the progress we deserve.”

To continue building momentum, Somos the Future has announced a Week of Action from October 21–25, designed to mobilize the Latino community and enhance Latino leadership. Community members and members of the press are invited to join in demonstrating the power of unity as we work together for a brighter future.

“This week of action is an opportunity for every member of our community to stand together and drive meaningful change” Eduardo Peñasco, Elections organizer.

Find photos of the press conference [here](#).

For more information about Somos the Future please visit: <http://somosthefuture.org/>

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About Somos the Future

Somos the Future is the premier Latine-led PAC driving Latino mobilization in the upper Midwest. We are dedicated to ensuring that our community’s needs, aspirations, and contributions are front and central in the political decisions that impact our lives. For more information, visit SomosTheFuture.org.