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DYNAMIC VISUALS | FIRST TIME VOTERS | YOUNG VOTERS | SMALL BUSINESSES

Building Belonging & Confidence With Latinx Voters Through Innovative Ballots Y Belleza Event, Marrying Civic Education and Free Beauty Services

Supporting Small Businesses As A Voter Outreach Tactic Can Be The Key to Electoral Victories

CHARLOTTE -- On Sunday, September 29, 2024 Poder NC Action will host its second “Ballots y Belleza” event, at The Babe Cave - Charlotte from 12pm - 5pm. **Poder NC Action is reaching high opportunity Latinx voters using creative, joyful, and innovative tactics with an eye towards short-term electoral wins while building a political home for values-aligned Latinxs in North Carolina.**

The event Ballots y Belleza (Beauty and the Ballot) is a unique event for Latinx voters who do not yet have a strong voting history to learn about the civic process, the positions on the ballot, create a plan to vote & get pampered by local small business beauty service providers. This is the second of these events that Poder NC Action is doing, the first was hosted in [February 2024](#) during the North Carolina Primary Election.

Poder NC Action is working in partnership with Boricuas en North Carolina, a grassroots group deeply committed to fostering a strong sense of community among Puerto Ricans in North Carolina. *“Our collaboration is about more than just voter turnout—it’s about building a movement rooted in culture, solidarity, and civic pride,”* expressed Freddy Medina, one of the founders of Boricuas en North Carolina.

“We aim to uplift and educate voters through meaningful conversations and create a welcoming environment where they can feel heard, informed, and inspired to cast their ballot. By connecting our Puerto Rican community with accessible civic education and beauty services, we hope to strengthen not only their understanding of the voting process but also their confidence to use their voice for change,” Medina said.

This mobilization of Puerto Rican voters is crucial as they are currently the second largest Latino group in North Carolina. Poder and Boricuas en NC have reached out to thousands of voters through phone calls, text messages, and social media to invite them to Ballots y Belleza. A key sponsor of this mobilization effort is La Brega y Fuerza Fund, La Brega Y Fuerza is a national organization aiming to build Puerto Rican voter participation and civic engagement to expand our multiracial democracy.

A [recent poll from Unidos US](#) reveals that 55% of Latinx voters polled have not been contacted by either major political party. **Poder NC Action believes that electoral victories will be the result of outreach from independent political organizations.** Poder seeks to maximize its reach & impact by focusing on Mecklenburg county in an effort to transform the election for the entire state while also building

community among values-aligned Latinxs and their allies. Mecklenburg county is the county with the most number of registered Latinx voters (~47k).

"Traditional candidates and campaigns fail to reach out to us in culturally relevant ways. That breeds low levels of political agency and voter turnout," said Irene Godínez, the founder and co-executive director of Poder NC Action. *"We will prove that young people and Latinos can be the 'closers' in the high stakes election in North Carolina, and that when we reach out to them with creative programming, they will in turn show up at the polls."* said Godínez.

"Ballots y Belleza" is a celebration of culture, empowerment, and community action. Together, we are not only making history but creating a future where every voice is heard, and every vote counts.

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Poder NC is a values-led statewide nonprofit organization that builds people power in the growing Latinx community in North Carolina. Poder NC invests in leadership development, educates the public about issues and policies, and works to build an audacious base of leaders to secure long-term movement wins. In 2020, due in part to Poder NC's efforts, first time North Carolina Latino voters were 40% of the total Latino voter turnout – the biggest percent increase of first-time voters anywhere in the country.