

Biden campaign: Taps into millennials, Black men and rap battle culture for national GOTV ad campaign

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Today, *Biden for President* released a new national ad series featuring millennial men in conversation and a rap battle ad with Ultimate Rap League, as the campaign continues its efforts to mobilize Black voters to vote.

The “**Conversation Series**” highlights four young Black men discussing issues impacting Black communities. The series includes five different ads, “**Bottom Line**,” “**Hate**,” “**Just Say**,” “**Silenced**” and “**Resources**,” ranging from 15-seconds to 60-seconds. Each ad in the series begins airing on television, radio and digital outlets nationwide and in all battleground states today.



Watch “*Silenced*” [HERE](#).

“**The Ultimate Rap League Biden GOTV Battle Rap**” was produced in collaboration with the Ultimate Rap League and features rappers Charlie Clips and DNA debating over whether their vote matters in this election. The entire four-minute battle can be found on YouTube and will be released on the Ultimate Rap League’s digital platforms. The campaign will be releasing 60-second clips of the battle as national digital ads on digital platforms.



Watch “*The Ultimate Rap League Biden GOTV Battle Rap*” [HERE](#).

Today's release is part of a robust campaign effort nationally and in key battleground states to educate and energize Black voters — including in Arizona, Florida, Georgia, Iowa, Maine, Michigan, Minnesota, Nebraska, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin.