

Color of Change PAC: In Wisconsin, Color Of Change PAC endorses Mandela Barnes for U.S. Senate

Posted on Wednesday, Aug 24, 2022

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

WISCONSIN — [Color Of Change PAC](#), the political action committee of the nation's largest online racial justice group, endorsed Democrat Mandela Barnes for U.S. Senate. Over the next few months, Color Of Change PAC will mobilize thousands of Black voters in Wisconsin to turn out the vote and elect progressive candidates that will strengthen Black communities.

“Black voters turned out in overwhelming numbers two years ago to deliver Biden the presidency and secure the Democratic majority in the Senate. That was not a one-off, but the result of years-long grassroots organizing and building Black political power in cities like Milwaukee and across the country,” **said Color Of Change PAC spokesperson Rashad Robinson.** “With so much at stake this November, Color Of Change PAC is proud to endorse candidates who don't just court Black votes on the campaign trail; they govern toward a more just world for Black communities in Wisconsin and nationwide. We will work hard to engage Black voters to support these important political leaders.”

Barnes became Wisconsin's first Black Lieutenant Governor, and only the second Black statewide elected official, in 2018. Born in Milwaukee in one of the most impoverished and incarcerated Zip codes in the state, Barnes is running on a platform to rebuild the middle class and give everyone a fair shot at the American dream.

Since 2016, Color Of Change PAC has mobilized hundreds of thousands of Black voters across the country, endorsing candidates who offer plans to help move Black people forward. Color Of Change PAC plans to support these candidates by building

enthusiasm and mobilizing voters who are often left out. One of the first-ever political organizing groups to figure out how to reach and engage Black voters and its members online, Color Of Change PAC has ramped up its digital tactics, and will host a variety of virtual events like Black Joy Socials, text and phone banking, virtual squad meetings and town halls. The organization also plans to send direct mail, launch GOTV email and SMS broadcasts, and deploy digital ads to reach and mobilize voters ahead of the midterm elections.

Color Of Change PAC is also endorsing candidates in California, Florida, Georgia, Michigan, Minnesota and North Carolina.