STATE AFFAIRS
WISPOLITICS
Wisconsin's Premier Political News Service

Priorities USA: Priorities USA and Color of Change PAC announce six-figure investment targeting black voters in Michigan and Wisconsin

Posted on Thursday, Oct 20, 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.

Washington, D.C. — Today, Priorities USA and Color Of Change PAC announced an $800,000 digital partnership to engage Black voters in Wisconsin and Michigan ahead of critical statewide contests.

This mobilization campaign will run exclusively on digital platforms — including social media, streaming, and digital audio — through Election Day to highlight the importance of voting to create change, provide resources to plan one's vote and call out Republicans' racism and extremism on abortion.

Watch "Breaking Through" and "Define Progress."

Priorities has consistently invested in Black voter engagement to improve outreach efforts and speak to Black communities about their most pressing concerns. This includes a recent "Check Your Registration" campaign in Wisconsin and Michigan and other battleground states.

"It's imperative that we continue to build trust and speak directly to Black communities in states like Michigan and Wisconsin where their votes will determine the outcome of critical statewide contests," said **Priorities USA Deputy Executive Director Aneesa McMillan.** "We are proud to work with Color of Change who has invested countless hours to uplift Black political power — centering Black voters is essential to Priorities' work making voting easy and accessible to all."

“Through year-round community engagement, Color Of Change PAC has been building trust to mobilize Black voters who consistently turn the tides in key battleground states across the country,” said **Jennifer Edwards, Senior Director of Color Of Change PAC.** “Color Of Change PAC is proud to partner with Priorities USA again and invest in engaging Black communities in Michigan and Wisconsin — states that will have an outsized impact on our ability to move the needle on pressing issues like redefining public safety and protecting voting rights.”