



# NAACP

Pennsylvania  
STATE CONFERENCE

## PRESS RELEASE

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### **NAACP Pennsylvania State Conference Launches “Wake Up Black Vote!” Voter Empowerment Campaign on Juneteenth**

With strong partnerships and relational organizing to energize the Black Vote in Pennsylvania, Kenneth L. Huston, President of the NAACP Pennsylvania State Conference is hosting a virtual press conference to launch a non-partisan voter registration and mobilization initiative, “Wake Up Black Vote!” The press conference will be streamed live on **Facebook@naacpPApac on Friday, June 19, 2020 at 10:00 am.** This NAACP State Conference initiative will be led by the Political Action Committee while partnering with NAACP Units, a coalition of state, local, and grass roots organizations including Black Votes Matter, the ACLU of Pennsylvania, and trusted community leaders. The cornerstone of “Wake Up Black Vote” is relational organizing, which includes voter registration, voter education and the get-out-the vote strategy which has been proven to be extremely effective due to the fact that people are more inclined to listen to family, friends, colleagues, and affiliated organizations - their trusted messengers. “The NAACP along with its partners, will use this interpersonal approach because that is what it will take to get the Black community back to the polls in 2020,” says Nicole McGruder, NAACP PA State Conference’s Political Action Chair. Additionally, states, President Kenneth Huston, the significance of this launch on Juneteenth is to also highlight some important history that has fostered systemic inequities and institutionalized racism. I intend to remind Black voters of the history of voter suppression that continues to plague this society even today. This year represents the 55<sup>th</sup> anniversary of the Selma to Montgomery, Alabama march and the Voter Rights Act, as well as the 57<sup>th</sup> anniversary of the assassination of Medgar Evers on June 12, 1963. The “Wake Up Black Vote!” initiative will serve as a reminder of historic implications, and to shift the trajectory of the declining black vote in the Commonwealth of Pennsylvania.” Our vote is our voice! Those who want to collaborate with NAACP in this campaign, contact Nicole McGruder, PSC Political Action Chair at 267-415-6528, [nmcgruder@naacppa.org](mailto:nmcgruder@naacppa.org), The general public and members of the press are welcome to attend.

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Founded in 1909, the NAACP is the nation’s oldest and largest nonpartisan civil rights organization with a mission to secure the political, educational, social, and economic equality of rights in order to eliminate race-based discrimination and ensure the health and well-being of all persons. Its members throughout the United States and the world are the premier advocates for civil rights in their communities. The Pennsylvania State Conference was established in 1934 and pursues the same mission throughout the Commonwealth.