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HispanicsVote.org

Tu Voz. Tu Voto. Tu Futuro.

For Immediate Release:

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HispanicVoter.org Launches on the First Day of Hispanic Heritage Month

HispanicVoter.org mobilizes Hispanic Americans to register, vote, lead, and advocate — building a unified, informed, and civically engaged Hispanic conservative community with national reach and lasting impact.

MIAMI, FL — September 15, 2026 — HispanicVoter.org, a new nonpartisan 501(c)(4) organization, launched today to coincide with the start of Hispanic Heritage Month. The organization bridges the Hispanic community and the conservative movement through hands-on training that empowers grassroots leaders and voters alike.

Founded by [Barbara Casanova](#), a conservative political consultant and National Secretary of the [Republican National Hispanic Assembly \(RNHA\)](#), and Chair of the [Republican National Hispanic Assembly of Florida \(RNHAFL\)](#). She is the daughter of Cuban exile leaders who helped build the Hispanic conservative movement: her father, [Jose Manuel Casanova](#), was the first-ever Cuban American presidential appointee, appointed by President Ronald Reagan as U.S. Executive Director to the Inter-American Development Bank on May 26, 1981. Her father and mother, [Alicia Labrit Casanova](#), helped found the RNHA in 1967 and later served as National Chair. Barbara learned civic engagement at their side and shares their mission of ensuring Hispanic representation at every level of government.

[Barbara Casanova](#) shared: “This project has long been a dream of mine. Too much of what’s called ‘Hispanic outreach’ is lip service — designed by people who don’t understand our community, then shelved after the election. HispanicVoter.org is the long-term strategic plan our community has been asking for. We will engage voters, educate activists, and elevate Hispanic voices at every level of government, year-round.”

HispanicVoter.org aims to increase civic engagement and voter turnout among Hispanic voters nationwide through three pillars — **Tu Voz, Tu Voto, Tu Futuro (Your Voice, Your Vote, Your Future)**.

Five programs are already in development:

- **Avance Academy** — trains Hispanic Americans in the practical skills of civic leadership.
- **Vecino a Vecino** — a year-round voter registration effort built on trusted networks — churches, small businesses, and families — in states where Hispanic turnout decides elections.
- **Hermanas de Frente** — a leadership pipeline for Hispanic conservative women stepping forward as candidates, advocates, and organizers.
- **La Voz de Fe** — partners with churches and faith leaders to register, educate, and mobilize Hispanic voters.
- **Forjando el Futuro** — educates Hispanic youth on the importance of civic engagement and the power of their vote.

HispanicVoter.org has also partnered with national pollster [David Wolfson](#) on a statewide poll of Florida Hispanic voters, gauging sentiment on the parties, current legislation, and the country's direction to inform a strategic plan through 2028. Analysis is ongoing; results will be released before month's end.

HispanicVoter.org launches now because the stakes have never been higher for our community's voice to be heard. Full, informed participation in our democracy — not passive spectatorship — is how Hispanic Americans will shape the decisions that affect our families, our businesses, and our future.



About HispanicVoter.org

HispanicVoter.org is a nonpartisan 501(c)(4) organization built on three pillars — Tu Voz, Tu Voto, Tu Futuro — dedicated to increasing Hispanic voter participation and ensuring Hispanic representation at every level of government. Learn more at HispanicVoter.org.