



**EMPOWERING LATINOS  
TO VOTE THROUGH MUSIC**

## **2024 Media Press Kit**

**Grita. Canta. Vota.** is a grassroots campaign dedicated to registering and mobilizing the Latino community for long-term engagement through music. We believe that every eligible Latino should have the opportunity to shape our community and nation through the power of their vote. Music plays an integral role in Latino culture, it's part of our cultural identity – it's a central part of our lives that brings people together. We want to use music and empower Latinos to understand the power of their vote and participate in the democratic process. *Grita. Canta. Vota.*, is a project of *Includus Fund*, in partnership with *ROOX Live*. The campaign is a part of *ROOX Live*'s social impact commitment to Latino communities - building the power of Latino communities through music.

### **Goals**

*Grita. Canta. Vota.* seeks to reach and educate over 10 million eligible Latinos and obtain at least 100,000 voter pledges through its efforts. The campaign will include investments in paid media (TV, radio, and digital), voter registration events, get out the vote concerts, and much more. In addition, it will prioritize states that have large Latino populations and low-propensity voters. These priority states include Arizona, California, Florida, Georgia, Nevada, New York, North Carolina, Pennsylvania, Texas, and Wisconsin.

**Music Ambassadors:** Confirmed partners include Los Tucanes de Tijuana, Xavi, Banda MS, Los Huracanes, Lupillo Rivera, Chiquis, Banda el Recodo and many more.

### **Media Information:**

- Our Website:
  - [www.gritacantavota.org](http://www.gritacantavota.org)
- Follow *Grita. Canta. Vota.* on **social media**
  - Instagram: [Link](#)
  - Whatsapp: [Link](#)
  - Facebook: [Link](#)
  - TikTok: [Link](#)
  - SnapChat: [Link](#)
- Download a **high resolution logo**
  - [Black Logo](#)
  - [White Logo](#)
- In the **news**:
  - [In News – Grita Canta Vota](#)
- **Press Contact**: [press@gritacantavota.org](mailto:press@gritacantavota.org)

## Spokespeople:

### Euler Torres (bio)

Euler, a lifelong social entrepreneur and a leader in the fight for Hispanic justice, serves as National Vice President for the Northwest of the League of United Latin American Citizens (LULAC), a powerful Civil Rights organization for Latinos in the United States. He is also the founder of Alianza for Mexican Americans, a project of LULAC and Todos o Nada created to raise awareness, unite, build momentum, and fight to enact legislation that creates a roadmap for citizenship for the undocumented immigrants in this country.

Euler Torres is the Chief Executive Officer of LENUSA Inc, a live-event entertainment agency with its white-bale ticketing services and music festival-series “MicheFest”. LENUSA stands for the Latin Entertainment Network of the United States of America, a startup funded by top-brass within the Mexican music scene in the US to provide a collaborative platform for the Mexican music industry.

Euler prior to LENUSA, along with his brother Esaú, co-founded the group Los Malandrines. As professional touring artists, the group was active for 17 years and recorded 15 albums, touring the U.S. as an opening act for Los Tigres del Norte, Jenni Rivera, La Arrolladora, Banda el Recodo, Intocable, Gerardo Ortiz, and other regional Mexican artists.

Euler has actively worked to support the Latino community for over 20 years, from organizing the largest toy drive in Central California to increasing Latino voter turnout and, with his brother, advocating for their fellow musicians. Euler organized musicians from across the U.S. to form an AFL-CIO musician labor union, which became known as the AFM Local 50 Regional Mexicano.

### **Esau Torres (bio)**

Esau, like his brother, is a lifelong social entrepreneur and a devoted advocate for the advancement of Latinos in higher education. He is a member of the founding committee for the Latino Alumni Foundation with the entire University of California system, which encompasses 10 campuses including UC Berkeley, UCLA and others. He is committed to helping universities achieve the HSI (Hispanic Serving Institution) status through culturally relevant content and student engagement. Additionally, Esau is an alumni of the 14th cohort for the renowned LBAN program at Stanford's Graduate School of Business and is currently working on his research thesis "The Impact of Mexican Music in the United States Economy" at the University of California, Berkeley.

Esau Torres is the Chief Operations Officer of LENUSA Inc, a live-event entertainment agency with its white-label ticketing platform and live-event production such as the music festival-series "MicheFest". LENUSA (Latin Entertainment Network USA) is a silicon-valley based startup funded by top-brass within the Mexican music scene in the US to provide a platform for industry collaboration. He is also founder and CEO of ROOX Live, an "events with impact" agency connecting Regional Mexican artists to Universities serving young Latino students.

Prior to LENUSA, Esau co-founded a series of businesses including a ROOX, a marketing agency, where he helped over 50 entrepreneurs start their businesses. His background in the Latin music industry include producing independent artists, music distribution, record label, tour and publishing management, western-wear apparel distribution, distilled-spirits marketing and live-event production.