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PUBLICATION DATE: AUGUST 7, 2007

LOS REPUBLICANOS

WHY HISPANICS AND REPUBLICANS NEED EACH OTHER
By Leslie Sanchez

The 2008 election is rapidly approaching, and Latinos are the main group to watch. With a large influence in swing states such as Florida, New Mexico, Colorado, and California, and a representation of nearly fourteen percent of the population, the Hispanics will play a key role in determining who will be the next president. In the 2006 election, there was a lack of Republican Hispanic support mainly due to ongoing immigration wars that continue to play out in the lead-up to the 2008 presidential election. However, as a largely conservative group, it follows that Hispanics would gain more from being aligned with the Republicans. In **LOS REPUBLICANOS: Why Hispanics and Republicans Need Each Other [Palgrave Macmillan; August 7, 2007; ISBN: 1-4039-7802-6; \$24.95; HC]**, **Leslie Sanchez** explores past relations between Republicans and Latinos and offers hope on how they can move forward.

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Considered the country's ultimate swing voters, America's largest minority will have a significant impact on the future of America's political makeup. Top Latina Republican spokesperson **Leslie Sanchez** identifies how Republicans can better court this powerful demographic to ultimately benefit both groups. In **LOS REPUBLICANOS**, Sanchez uses personal anecdotes from prominent, politically active Hispanic leaders to illustrate how Republican and Hispanic values overlap on a number of key issues from faith-based initiatives to welfare reform and education. As an insider to the Republican Party and an expert on marketing to the Hispanic population, Sanchez effectively argues that Republicans and Hispanics need one another in order to create a better America.

Leslie Sanchez is the founder of IMPACTO Group LLC (communications firm for clients targeting the Latino/a market). In 1999 she helped create the first-ever multi-million dollar ad campaign aimed at Hispanic voters for the Republican National Party, and also served as executive director of the White House Initiative on Educational Excellence for Hispanic Americans. She has been seen on *Hardball with Chris Matthews*, Fox News Channel, CNN, NPR, PBS, NBC's *Today Show*, *NBC Nightly News*, and ABC News.

Praise for LOS REPUBLICANOS:

"Leslie Sanchez's *Los Republicanos* is an impressive effort at understanding the values of the American Hispanic community--and understanding these values is an essential part of our effort to win the future for all Americans."

--Former House Speaker Newt Gingrich

"The Republican Party is going to have to make a real effort as a party to communicate our values and to connect with Hispanic voters. Leslie Sanchez understands this as well as anybody and makes her case in *Los Republicanos* about why the Republican Party is a natural fit for Hispanic voters."

--Former Massachusetts Governor Mitt Romney

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