

Urban Empowerment Action PAC Launches Effort to Elect Solutions-Oriented Democrats Across Country to Congress

UEA PAC will support pragmatic, solutions-oriented congressional candidates dedicated to the educational empowerment and economic uplift of Black Communities

UEA PAC has pledged millions of dollars to undertake paid media campaigns – including TV, digital, and direct mail – across 5 Democratic congressional primaries in Georgia, California, Illinois, Michigan, and Florida

UEA PAC's supporters include a broad coalition of Black and Jewish business, political and civic leaders

RELEASE May 27, 2022 Contact: press@urbanempowermentaction.com

Atlanta, GA – Today, <u>Urban Empowerment Action PAC</u> (UEA PAC) announced a 7-figure independent expenditure effort to support the congressional aspirations of candidates across five Democratic congressional primaries: Nikema Williams in GA-05, Sydney Kamlager in CA-37, Nykea Pippion-McGriff in IL-01, Janice Winfrey in MI-12, and Randolph Bracy in FL-10. The group will deploy targeted digital advertisements, direct mail pieces, and TV ads to highlight the policy solutions offered by these candidates that will uplift Black Americans and improve quality of life in urban communities across the nation.

Already, UEA PAC has deployed over \$55,000 for hyper-targeted digital advertising and mailers to buoy Rep. Nikema Williams' resounding re-election victory in Georgia's 5th Congressional District.

UEA PAC's premier race will be in Michigan's 12th Congressional District, where the group plans to spend upwards of \$1,000,000 on TV, digital, mail, radio, and print advertising to support Detroit City Clerk Janice Winfrey in her campaign to restore infrastructure, improve educational opportunities in the district, and support the Biden-Harris agenda in D.C.

Said **Urban Empowerment Action PAC Spokesman Henry Greenidge**, "2022 is a crucial election cycle that will help determine the future of American politics. We're fighting to make sure that candidates with common-sense solutions are the ones representing us in Congress. It's time for Democrats and Republicans to focus on the issues that impact our daily lives."

UEA PAC's supporters include a broad coalition of African American business, political and civic leaders, working alongside peers in the Jewish community. This important partnership is dedicated to seeing their shared values embraced by our congressional leaders, to the betterment of all, especially those in the African American community. The PAC's aim is to ultimately help eliminate the wealth, income and opportunity gap between Black and white Americans by electing solutions-oriented leaders to Congress.

Said former Democratic member of the South Carolina House of Representatives and CNN commentator Bakari Sellers: "This joint effort builds on the strong relationship between African American and Jewish leaders to uplift all communities. Instead of allowing our communities to be divided, history teaches us that when Black and Jewish communities stand together to fight for our common ideals – we create positive change in society. Our hope is for our electoral engagement to bear fruit through representatives who fiercely fight on behalf of those who need socioeconomic empowerment."

Said **Executive Director of the Georgia Legislative Black Caucus Deanna Hamilton**, "It's time for our elected officials to refocus on issues that matter most: Stop rampant inflation so that parents may provide for their families; Invest in public safety to keep people safe and protect their rights; deliver better schools and workforce development programs so that kids have a future in the American economy. Instead of disengaged politicians pushing impractical policy prescriptions that are out-of-step with those they truly represent, we need solution-oriented candidates who will fight for a better quality of life for all people."

###

Urban Empowerment Action PAC (UEA PAC) is dedicated to empowering urban communities to narrow the wealth gap between Black and white Americans. UEA PAC believes that creating real economic opportunities for African-Americans requires the adoption of smart public policies rooted in empowerment and the reversal of harmful public policies and the barriers to opportunity they perpetuate in education, public safety, workforce development, entrepreneurship, housing and health. UEA PAC unites individuals and brings diverse communities together to support candidates committed to advancing policies that will improve the lives of African-Americans.