

**For Immediate Release**  
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## ***Amplify Conference Convenes Over 400 Massachusetts Latino Leaders***

*Non-partisan MA-based organization empowers more Latinx leaders to build economic and political power and declares June 1st Amplify Latinx Day*



Congresswoman Ayanna Pressley, U.S.  
Representative for Massachusetts's 7th  
Congressional District  
*Photo by Bobby Guliani*



Ana Navarro-Cárdenas,  
Republican strategist and political commentator  
to CNN, ABC News, Telemundo and The View  
*Photo by Steve Osemwenkhae*

**Boston, MA.** —A packed crowd of over 400 Latino Leaders convened on Saturday, June 1, 2019 at the Edward M. Kennedy Institute for the 3rd annual Amplify Latinx Conference “Claiming our Power,” hosted by Amplify Latinx, the Center for Women in Politics and Public Policy and the Mauricio Gastón Institute for Latino Community Development and Public Policy at UMass Boston, with the goal of building the Latinx Power Coalition for Massachusetts. Attendees included Latinx elected leaders, activists, nonprofit leaders, business owners, community organizers, artists, and community members. The Gaston Institute presented a new fact sheet on Latino Political Leadership in Massachusetts, and workshops discussed topics ranging from inclusive entrepreneurship, education policy, voter engagement, careers in politics and public service, and a town-hall with Latinx elected leaders.

The conference opened with a welcome video from Latino presidential candidate, Julian Castro, and featured keynotes by Congresswoman Ayanna Pressley and CNN Political Contributor Ana Navarro-Cardenas. The event also featured over 40 speakers representing local electeds, business and civic leaders, and activists who discussed the importance of bringing more Latinx voices to decision making tables that impact our communities and the need to continue building the Latinx Power Coalition.

The City of Boston, the Boston City Council and the State of Massachusetts recognized June 1, 2019 as Amplify Latinx Day. Natalia Urtubey, Director of Small Business for the City of Boston and Boston City Councilor Michelle Wu presented the Proclamations during the opening session. In addition, Rosario Ubiera-Minaya, the new Executive Director for Amplify Latinx, was formally introduced at the conference and closed the event with a call to action.

“Our growth and accomplishments stem from the strength of the partnerships that Amplify Latinx has developed and cultivated in the last two years. We must continue working together across geography, sectors, and backgrounds to develop and drive towards a shared policy agenda. The future prosperity of our Latinx community depends on increasing our representation and working in partnership with the public and private sector,” said Rosario Ubiera-Minaya.

“This was one of the largest power-building events in the Commonwealth as our community gathered to engage new voices and continue shaping the Massachusetts Latinx Power Coalition,” said Betty Francisco, Co-Founder of Amplify Latinx. “As one of the leading conveners and connectors of the Latinx community, Amplify Latinx is showing first hand, the power of representation, civic engagement, and economic opportunity for Latinx in our region,” said Eneida Roman, Co-Founder of Amplify Latinx.

## **ABOUT AMPLIFY LATINX**

Amplify Latinx is a non-partisan, collaborative convener that builds Latinx economic and political power by significantly increasing Latinx civic engagement and representation in leadership positions across sectors. Amplify Latinx was founded by *The Latina Circle*, a Boston-based social venture founded in 2012 that is advancing Latina leaders across industries into positions of power and influence. More information found at [www.amplifylatinx.co](http://www.amplifylatinx.co).

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