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**Sigma Lambda Gamma National Sorority, Inc. Declared
Winner of Voto Latino's RepUrLetters Challenge**

Latino Greeks join Voto Latino in registering more than 1500 voters in 2014

WASHINGTON, D.C. – November 7, 2014 – In preparation for the 2014 midterm elections, Voto Latino partnered with national Latino Greek organizations for the second-ever [RepUrLetters Challenge](#) (*RepUrLetters*), a competition for Latino Greeks across the country to register voters on their campuses and in their communities.

RepUrLetters seeks to fuse the energy of Voto Latino's online voter registration tools and social media and celebrity networks with the Latino Greeks' expansive student and alumni network. Voter registration efforts were coordinated both on the ground and online since the spring of 2014. Through the combined efforts of over 16 Latino Greek organizations, in 2014, *RepUrLetters* registered voters in at least 31 states and across 750 college campuses.

The winner of this year's *RepUrLetters Challenge* is **Sigma Lambda Gamma National Sorority, Inc.**, the largest historically Latina national sorority in the United States. Sigma Lambda Gamma's voter registration efforts accounted for 36% of the total number of voters registered through the *RepUrLetters Challenge*, with the highest number of voters registered.

"On behalf of Sigma Lambda Gamma National Sorority, Inc., we are honored to actively empower the Latino community to vote during 2014 midterm elections," said Genevieve Padro, Director of Engagement for Sigma Lambda Gamma National Sorority, Inc. "Sigma Lambda Gamma named as the 2014 winners of the *RepUrLetters Challenge* is only the beginning of our dedication to servicing our communities for positive change; our vote is our voice!"

"I would like to personally congratulate the sisters of Sigma Lambda Gamma for their efforts to register voters this year," said Voto Latino President and CEO, María Teresa Kumar. "The number of voters registered was certainly impressive, but even more impressive is the capacity the women of Sigma Lambda Gamma have shown to be leaders in their communities. We are honored and proud to have worked with them and with fifteen other national Latino Greek organizations to help even more Latinos magnify the power of our vote in the 2014 elections."

To learn more about *RepUrLetters*, visit www.repurletters.org and to find out how your organization can get involved, please email info@votolatino.org with *RUL* in the headline.

About Voto Latino

Voto Latino is a nonpartisan organization that empowers Latino Millennials to claim a better future for themselves and their community. United by the belief that Latino issues are American issues and American issues are Latino issues, Voto Latino is dedicated to bringing new and diverse voices to develop leaders by engaging youth, media, technology and celebrities to promote positive change. To learn more about Voto Latino, visit www.VotoLatino.org. Also engage Voto Latino on Facebook at www.facebook.com/VotoLatino, on Twitter at www.twitter.com/VotoLatino and on Instagram at www.instagram.com/VotoLatino

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