



For Immediate Release

August 4, 2020

THURSDAY AUGUST 6: HIT Strategies to Participate in Human Rights Campaign Foundation's Launch Event Sharing Research on People of Color Voters & Vote by Mail

WASHINGTON D.C. – On Thursday August 6th at 7:30 PM EST, on the anniversary of the Voting Rights Act, the Human Rights Campaign Foundation is hosting *Communities of Color: Communicating Safe Voting Options for November*, which will share the first results of a national survey of people of color (POC) voters, including LGBTQ POC voters, to determine voter sentiment in regards to vote by mail.

HIT Strategies will be presenting key findings from its most recent survey with the Human Rights Campaign and major advocacy organizations, including Latino Victory Foundation, the NAACP, UnidosUS, and Woke Vote, to discuss barriers to vote by mail among voters of color and the best messages to overcome them. This research shows key commonalities – as well as critical differences – in how voters from different communities view the current voting climate.

[To RSVP to attend the launch event, please sign up for tickets here.](#)

WHAT: “Communities of Color: Communicating Safe Voting Options for November”

WHO: HRCF President Alphonso David
NAACP President Derrick Johnson
UnidosUS President and CEO Janet Murguía
Latino Victory Foundation President and CEO Nathalie Rayes
HIT Strategies Partner Terrance Woodbury

WHERE: Non-media attendees should RSVP [here](#). Any media should email your full name, outlet affiliation, role and cell phone number to matilda.young@hrc.org.

WHEN: Thursday, August 6, at 7:30 PM EST

HIT Strategies is a public opinion research company that specializes in researching Millennials, People of Color, Women, LGBTQ+ and other underserved communities. We help our clients translate the values, attitudes, and behaviors of their target audience into real-time insights and messaging.

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