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**FOR IMMEDIATE RELEASE**



**ONE APIA NEVADA RELEASES "WHY (AAP)I VOTE" PSA SHOWCASING DIVERSE AANHPI ELECTORATE AHEAD OF THE 2022 ELECTION**

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*THE PSA COINCIDES WITH NEW DATA SHOWING NEVADA AS ONE OF THE TOP 3 STATES WITH THE LARGEST SHARE OF ASIAN AMERICAN ELIGIBLE VOTERS*

**LAS VEGAS, NV** – October 28, 2022 – Nevadan nonprofit One APIA Nevada today released a new video PSA titled “Why (AAP)I Vote,” showcasing the diverse faces and issues of the Asian American, Native Hawaiian and Pacific Islander (AANHPI) community ahead of the 2022 elections.

The PSA was made completely in-house and features One APIA Nevada staff and organizers who work with the local AANHPI community in Nevada day in and day out. The video also shares new AANHPI demographic and voter data in Nevada. Nevada has one of the highest AANHPI voter registrations as a percentage of the overall community in the nation, with AANHPIs making up 12.5% of the total population and Asian Americans making up 10% of registered voters in Nevada in 2020.

The PSA coincides with new research from Pew Research Center, finding Nevada is now one of the top 3 states with the largest share of eligible Asian American voters with 6 in 10 Asian Americans eligible to vote in the 2022 election.

“The AANHPI community in Nevada is growing rapidly, accounting for 1 in 10 voters, and has the power and numbers to be the voice of change in Nevada,” remarks One APIA Nevada Deputy Director Eric Jeng. “We have seen the representation of the AANHPI community grow at both the local and statewide levels, and after redistricting in 2020, have several majority-minority assembly districts where AANHPI voters are the margin of victory. As an organization that advocates on behalf of the fastest-growing community, we meet our community members where they are, doing months of deep canvassing to understand the issues AANHPI voters are thinking about and mobilizing voters to make their voices heard at the ballot box.”

“The AANHPI vote in Nevada is more important than ever in this election,” comments One APIA Nevada Political Director Amy Koo. “We need to address issues like climate change, abortion, and gun control in our communities. We had a historic turnout of the AANHPI vote in 2020, and it is important to recognize that culturally relevant and in-language outreach is critical in ensuring that our whole community has equitable access to democracy. For so long, AANHPI voters have been excluded from conversations about policies and legislation that impacts their daily lives. By highlighting AANHPI voters and the reasons why we vote, we are including our community members in the conversation.”

The PSA will be released on digital, over-the-top (OTT), and social media platforms in addition to running on TV channels such as ABS-CBN’s The Filipino Channel and in pre-show trailers ahead of theatrical releases in theaters across Nevada.

You can see the video at:

- YouTube: [https://youtu.be/\\_ATo4Ew0iHU](https://youtu.be/_ATo4Ew0iHU)
- Facebook: <https://www.facebook.com/oneapianevada/videos/1765130127214720>
- Twitter: <https://twitter.com/OneAPIANevada/status/1586040099451686918>
- Instagram: [https://www.instagram.com/p/CkQ9s\\_RANyX/](https://www.instagram.com/p/CkQ9s_RANyX/)
- TikTok: <https://www.tiktok.com/@oneapianevada/video/7160039501174164779>

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### **ABOUT ONE APIA NEVADA**

Founded in June 2018, One APIA Nevada is a grassroots nonprofit advocating for policies empowering everyday Asian American, Native Hawaiian & Pacific Islander (AANHPI) Nevadans. One APIA Nevada coordinates local and national organizations' in-state electoral efforts, engages in direct voter contact, and uplifts the voices of the AANHPI community through issue advocacy and holding elected officials accountable. For more information about One APIA Nevada, visit [oneapianevada.org](http://oneapianevada.org) or @oneapianevada on Facebook, Instagram, Twitter or TikTok.