



FOR IMMEDIATE RELEASE

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NAACP Virginia State Conference Calls Out Deceptive Tactics Aimed at Undermining Black Voter Participation

Richmond, Virginia - The NAACP Virginia State Conference strongly supports voting "yes" for the Redistricting Referendum, which is crucial for maintaining the voting power of Black Virginians. We denounce the manipulative mailers sent by a MAGA-aligned political action committee aimed at deterring Black voters from supporting this referendum, which falsely compare this important measure to Jim Crow—a brutal system that stripped Black Americans of their voting rights. This referendum addresses the manipulation of congressional seats, designed to imbalance representation and secure conservative wins ahead of the November midterm elections. We cannot stand idly by and allow these reprehensible racist tactics go unchallenged.

"While the NAACP is nonpartisan, we are deeply engaged in political advocacy to safeguard our communities," states **Rev. Dr. Cozy Bailey, President of the NAACP Virginia State Conference**. "This referendum is crucial for ensuring fair representation for all communities and countering the manipulative tactics that threaten our civil rights."

We urge all participants in this debate to engage honestly with voters about protecting fair representation and upholding civic accountability in Virginia and across the nation.

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ABOUT THE NAACP VIRGINIA STATE CONFERENCE

Chartered in 1935, the NAACP Virginia State Conference is the largest and most influential nonpartisan civil rights organization in the Commonwealth of Virginia. For 90 years, it has led the fight for racial justice, equity, and civic engagement across the state, overseeing more than 100 active branches, youth councils, and college chapters. From classrooms and courtrooms to city halls and the Virginia General Assembly, our members work to build the social and political power needed to end race-based discrimination.

As the leading voice for Black Virginians, the NAACP Virginia State Conference advocates for policies and programs that expand opportunity, protect civil rights, and uplift communities of color. Rooted in racial equity and civic engagement, we are committed to a Virginia without racism—where Black people enjoy equitable opportunities in thriving communities. Learn more about our legacy and ongoing work at www.naacpva.org.

NAACP Virginia State Conference

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