

## Prominent Hispanic Republican Endorses Obama for President

By: Sasha H. Skrine

George Herrera, President and CEO of the Herrera Cristina Group, Ltd, former President and CEO of the United States Hispanic Chamber of Commerce, and a prominent national Hispanic Republican leader, endorsed Senator Barack Obama for President this month.

"Barack Obama is the generational change agent that Hispanic Americans need for the 21st century," said Mr. Herrera.

Mr. Herrera announced his support based on his views that Senator Obama would be representative of the kind of leader that could transcend racial and gender polarization.

"With the evolving demographics and increasing ethnically diverse population of our great country, America needs a new direction that is inclusive of all Americans," said Mr. Herrera during his announcement.

Support from the Hispanic community will contribute significantly to the democratic nomination because according to political analysts, Hispanics make up about 35 percent to 40 percent of Democratic primary voters

"For our Hispanic community, we need a President who understands the struggles facing Hispanic Americans, quality education, affordable housing, access to healthcare, and the role that entrepreneurship plays in empowering our community economically," said Mr. Herrera.

The Herrera-Cristina Group, Ltd. is a Hispanic-owned, multidisciplinary management firm with offices in Washington, DC and New York City. Herrera-Cristina Group specializes in marketing, communications, corporate diversity, public affairs, event planning and research.

Herrera is also the creator of the nationally syndicated show "Hispanics Today", which is viewed by more than 30 million viewers on NBC, CBS, and ABC networks through the United States.