



FOR IMMEDIATE RELEASE

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Bienvenido In Action Launches Proyecto Lonestar: a Historic Hispanic Initiative to Deliver Victory for Governor Greg Abbott

RNC-allied initiative will mobilize Hispanic voters across Texas to deliver a commanding victory for Governor Greg Abbott and strengthen Republican candidates throughout the 2026 ballot.

DALLAS — Bienvenido In Action, in coalition with Hispanic Republicans of Texas (HRT), today announced the launch of Proyecto Lonestar, **an RNC-allied initiative** with a clear mission: build an unprecedented coalition of Hispanic support for Governor Greg Abbott and deliver a historic victory in 2026. The statewide effort will reach, organize, and turn out Hispanic voters while strengthening Republican candidates from the Governor's race through key congressional, State Senate, State House, and local contests.

This comes as progressive Hispanic liberal groups have set their sights on Texas, naming Texas as a priority state. Bienvenido In Action in coalition with the Hispanic Republicans of Texas are stepping up to make sure that the ground we've established doesn't slip away. Proyecto Lonestar is the answer: a Texas-built effort to hold the ground we Hispanic voters have helped Republicans win since 2018.

"From 2020 to 2024, Hispanic-majority counties across Texas that had voted Democrat for generations flipped red, one of the biggest political realignments in the country," said **Abraham Enriquez, Founder and President of Bienvenido In Action**. "Liberal forces think Texas is up for grabs, but we're here to remind them, **DON'T MESS WITH TEXAS!**"

"Hispanic Republicans of Texas is proud to co-partner in this effort alongside Bienvenido In Action," said **George Antuna, Chairman of Hispanic Republicans of Texas**. "HRT has been on the ground in this state longer than almost any Hispanic organization in Texas, and that experience means we know this landscape better than anyone. Paired with the reach Bienvenido In Action has established, this partnership is exactly what Texas needs right now."

Proyecto Lonestar combines media reach, grassroots outreach, canvassing, and connected TV to make sure we are reaching the voters who will decide the future of our state.

Proyecto Lonestar launches with the support of major Hispanic Republican leaders from Texas, including the Honorable Texas Supreme Court Justice Eva Guzman, the Honorable Texas Representative John Lujan, and the Honorable Tarrant County Commissioner Manny Ramirez, among others. The project is also being carried out in active partnership with a growing coalition of local Hispanic organizations from across the state, whose members are working directly alongside Bienvenido In Action and HRT on the ground.

For more information about Proyecto Lonestar, media, to become a coalition partner, or to inquire about becoming a Founding Partner, contact Preston Parsons at pparsons@bienvenido.us.

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