

FOR IMMEDIATE RELEASE

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Iowa PAC, Vision 20/20 launches on National Voter Registration Day in the spirit of equity and inclusion

DES MOINES, Iowa — 20/20 Vision PAC, launched on Tuesday, Sept. 22, 2020, supports candidates that believe that our collective progress depends on the equity and inclusion of all of us. Created by voting rights activist Deidre DeJear, the PAC magnifies the integral roles equity and inclusion play in making local and national change, and equips individuals with the necessary tools to facilitate effective, sustainable change. 20/20 Vision PAC empowers communities to take ownership in their local government, encourages intergenerational problem solving and inspires each person to find their seat at the table. This change the PAC is calling for, change that is inclusive and equitable, starts with voting and today's celebration of National Voter Registration Day is an essential time to elevate this cause.

"We have incredible candidates up and down the ballot who want to reach as many voters as they possibly can. During a time of unorthodox organizing, financial resources help them accomplish that task," said DeJear. "The 2020 election is critical and helping talented, visionary candidates who not only respect, but bring everyone along with them, only makes our communities stronger. We don't stand alone in this fight and I'm standing with each of them."

20/20 Vision PAC supports visionary leaders working toward progress and change that permeates throughout their communities; and the PAC's first round of visionary candidates, which includes [Charles Clayton](#), [Christina Blackcloud](#), [Jazmin Newton](#) and [Kayla Koether](#), are a testament to this.

Although there are many ways to define an effective leader, the PAC has identified four qualities/traits that speak to what candidates should embody.

1. Humility: When leaders lack the expertise and knowledge to solve a specific problem, they identify the right resources, assemble the right people and accept the challenge as an opportunity to enhance their ability to lead.

2. Equity: Leaders look at all sides of an issue at micro and macro levels before making a decision, and pay close attention to intended and unintended consequences of policy decisions in an effort to make the best decision for constituents.
3. Collaboration: Leaders must work in a collaborative spirit, understanding that they alone cannot conquer the monumental challenges we face, but can convene communities, for the greater good.
4. Engaged: Leaders must understand the communities that they desire to serve, and continuously seek out information about what impacts them most, how they see themselves in their communities and how they wish to participate in creating change.

To learn more about the 20/20 Vision PAC, visit www.2020visionpac.com or follow us on Facebook at [20/20 Vision PAC](#).

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