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**Former White House Aide, Jennifer Korn, to Lead
Esperanza for America Campaign**

WASHINGTON, D.C. –Jennifer S. Korn, former White House Aide and Department of Justice official, has been named to lead *Esperanza for America*, a national grassroots campaign organized by Esperanza to support the passage of immigration reform legislation. Esperanza is one of America’s largest Hispanic faith-based networks, with a contact network of 12,000 Hispanic churches and community non-profits.

The campaign held a press conference on Capitol Hill on March 16, 2010 to formally announce its launch. “I am proud to welcome Jennifer to the Esperanza family and *Esperanza for America* campaign,” said the Reverend Luis Cortés, Jr., President of Esperanza, “Jennifer brings a wealth of knowledge from her days working as a White House aide on issues important to the Hispanic and faith-based communities. She has the experience to build our national grassroots coalitions in a bi-partisan effort, which is needed to move immigration reform forward.”

“Over the years, I have had the opportunity to work with a broad coalition of Republicans and Democrats, conservatives and liberals, and the clergy on this issue. At Esperanza, I share the same commitment for immigration reform that I did when working under President Bush. I know that we can work together to fix our broken immigration system and take on the responsibility of protecting our borders, developing a viable temporary worker program, and addressing the tough issue of 12 million undocumented people in this country,” said Jennifer Korn. “We need to find common ground as we did before and hold our leaders accountable for addressing this issue, because this problem is not going away.”

Ms. Korn served in the White House Office of Public Liaison, as Director of Hispanic, law enforcement and women’s affairs. Ms. Korn also served as the Director of the Office of Intergovernmental Affairs at the U.S. Department of Justice, where she was a senior advisor to the U.S. Attorney General, and was the Department’s principal liaison concerning state and local governments, law enforcement officials, and national minority and legal organizations.

Ms. Korn’s professional experience also includes serving as National Hispanic Director and Southwest Coalitions Director for President George W. Bush’s 2004 re-election campaign; working as the Executive Director of the Lincoln Juarez Opportunity Center in Santa Ana, CA; and 10 years of local, state and federal campaign management as well as representing state legislators in California. She currently has a consulting business and teaches both Campaign Leadership and Future Candidate schools.

The *Esperanza for America* campaign will use the Esperanza network as a base, and the Campaign Leadership Team, drawn from trusted faith leaders across the country, is working to engage thousands of Hispanic people of faith at the grassroots and grass tops. The campaign will update individual and organizational members on volunteer opportunities and legislative priorities, encouraging them to mobilize their communities and contact their elected officials in support of comprehensive reform. The

campaign aims to ensure that the voices of the 65% or more of Americans, who support immigration reform, including Hispanics, are heard by Congress and answered with action.

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