

PLANNED PARENTHOOD VOTES

NEVADA ADVOCATES FOR PLANNED PARENTHOOD AFFILIATES

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Planned Parenthood Votes Goes Up With Ads Blasting Joe Heck For Race-Baiting

Las Vegas, NV — Planned Parenthood Votes has gone up with a \$70,000 radio ad buy in Nevada targeting Joe Heck for a series of racist, offensive ads run by a pro-Heck Super PAC. Planned Parenthood Votes' \$70,000 radio ad buy includes two radio ads — "[Elisha](#)" and "[Our Families](#)" — that will play on Spanish and English language radio stations in Las Vegas and Reno over the next two weeks.

Earlier this spring, America's PAC, a super PAC supporting Nevada Republican Senate Candidate Joe Heck, went on-air with a series of offensive ads targeting the Latino community and Black community with [race-baiting Spanish language](#) radio ads demonizing reproductive health care and implying Black and Latina women can't make their own health care decisions.

Statement from Raquel Cruz-Juarez, Organizer, Nevada Advocates for Planned Parenthood Affiliates:

"Joe Heck cannot win Nevada by race-baiting. That's why Planned Parenthood Votes is making sure all Nevadans know the real Joe Heck: someone who doesn't respect Latina and Black women, and doesn't think we're capable of making our own health care decisions.

"Latinas and Black women are less likely to be able to access the care they need. Black women are most likely to die from breast and cervical cancer and breast cancer is the leading cause of cancer death among Latinas. Yet, Joe Heck is voting to cut access to health care, and reduce access to important preventive care at Planned Parenthood. Nevada needs someone who cares about our families and our future, someone like Democratic candidate Catherine Cortez Masto."

The Planned Parenthood Action Fund endorsed Catherine Cortez Masto who has a strong record of standing up for Nevada women and girls, and tackling issues like sex trafficking and violence against women head-on as Nevada's Attorney General. She has been steadfast in her opposition to discriminatory policies against LGBT individuals.

The radio ad buy includes two radio ads that will be running in Las Vegas and Reno. Below are the scripts of the ads and links to the audio.

["Elisha"](#)- Script

My name is Elisha.

I'm studying to be a doctor, and I volunteer with Planned Parenthood.

There's this guy Joe Heck running for Senate.

His out of town friends are running an offensive and racist ad, implying that women like me can't make our own health decisions.

And it's not just an ad. Joe Heck has voted over and over to let insurance companies deny us coverage for mammograms, cancer screenings, and preventive care.

Even though black women like me are more likely to die from breast cancer, and less likely to get the treatment we need.

Joe Heck even wants to tell me I can't go to Planned Parenthood.

I'm working to make sure our community stays healthy.

But Joe Heck doesn't trust us to decide what's best for ourselves or our families. And that's why we can't trust Joe Heck.

[Our Families](#)- Script

We all want our families to have a better life

- Todos queremos que nuestras familias tengan una vida mejor

That's why we work hard everyday for them

- Por eso trabajamos duro por ellos

But that's not enough

- Pero eso no es suficiente

It's also important that we vote to protect those opportunities

- Tambien es importante que votemos para proteger esas oportunidades

That's why I'm voting to protect us from Republican Joe Heck

- Por eso votaré para protegernos del Republicano Joe Heck

Joe Heck's friends are running a racist and offensive ad

- Los amigos de Joe Heck crearon un comercial ofensivo y racista

That implies women can't make their own decisions about healthcare

- Insinuando que las mujeres no podemos decidir sobre nuestros servicios de salud – servicios médicos

And it's not just a radio ad

- Y no solo es un comercial

Joe Heck wants to stop women from getting care at Planned Parenthood

- Joe Heck quiere evitar que las mujeres recibamos atención médica en Planned Parenthood

Joe Heck has voted for immigration laws that would destroy families

- Joe Heck ha votado (por) leyes de inmigración que destruirían familias

And Joe Heck supports Donald Trump

- Y Joe Heck apoya a Donald Trump

That's why I'm voting for Catherine Cortez Masto

- Por eso, votaré por Catherine Cortez Masto

Who would be the first Latina senator in United States History

- Quien seria la primera senadora Latina en la Historia de Estados Unidos.

Who understands us..

- Que nos entiende ...

And who will fight for our families

- Y que va a luchar por nuestras familias

Background: Joe Heck is dangerous for Nevada women

- Joe Heck has voted [EIGHT](#) times to block patients from care at Planned Parenthood.
- Joe Heck called the [deeply unpopular Hobby Lobby](#) Supreme Court decision – which gave bosses the ability to deny their employees birth control – a [“reasonable decision”](#).
- Joe Heck said that the ACA's birth control benefit, which has ensured that more than 55 million women have access to no-copay birth control, had ["nothing to do"](#) with women's health.
- Joe Heck voted [against considering the Paycheck Fairness Act](#), which would address the gender pay gap. In Nevada, Latinas make 52 cents and Black women make 65 cents [for every dollar paid to men](#).
- As a state Senator, Heck voted against funding for a rape crisis center and domestic violence prevention program. His campaign's excuse was that he [didn't have time to read the bill](#).

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Paid for by Planned Parenthood Votes, 123 William St, NY NY 10038. Not authorized by any candidate or candidate's committee.

Planned Parenthood Votes is an independent expenditure political committee registered with the Federal Election Commission.

Nevada Advocates for Planned Parenthood Affiliates (NAPPA) is the statewide policy education, advocacy and election arm of Planned Parenthood in Nevada. NAPPA engages in legislative advocacy, voter education, and grassroots organizing to promote the Planned Parenthood mission. NAPPA endorses state candidates who are pro-choice, pro-family planning.