

# Efren Martinez is the leading candidate for the 57th Assembly District

A lifelong resident, Efren is the top fundraiser by far reporting well over \$350,000 total raised. In addition, four years ago Efren Martinez won the primary election in what is now AD57 with over 50% of the vote. It took close to \$5M and party leadership to defeat our campaign in the general election. We are blessed to now have the support of Sacramento's new Democratic leadership.

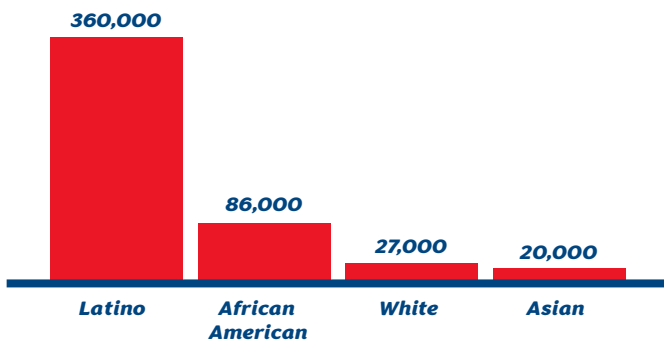
Efren Martinez has support from 100% of all the California State Democratic party elected Delegates for Assembly District 57. Efren also leads in endorsements with support from countless local community, political and business leaders. Efren is endorsed by Supervisor Janice Hahn, Assemblywoman Blanca Rubio, and local community groups such as the South Central and Women leading Change Democratic clubs, and local public safety leaders.

## Efren will be the first Latino to represent this community in the State Assembly!

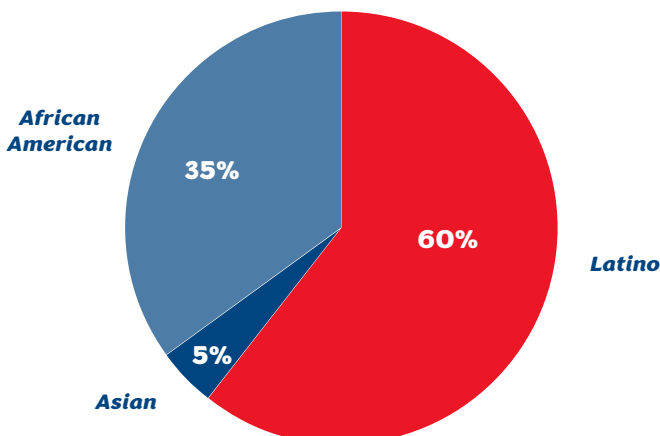
In March of 2024, Latinos will be between 50-55% of likely voters with a vast majority from Spanish speaking households. That percentage will increase dramatically in the November runoff election. Since the 1980s the district has been represented by African Americans including two whom Efren worked closely with. As the community has transitioned to over 70% Latino Efren's strong connection to his faith, community and family will have strong appeal to Latino voters, as will his military service and belief in public safety and support for local small business.

It has been a dream of Efren's to help South LA residents fulfil their potential by improving public education, public safety and help grow local small violence. An overwhelming majority of residents earn less than \$50k a year and violence and crime continue to plague virtually the entire district. Efren's campaign will focus on job creation, reducing inflation, and reduction of crime and violence.

DEMOGRAPHICS OF DISTRICT 57



LIKELY VOTERS



## Efren Martinez represents the district's working class Democratic values.

Efren also has a proven track record in uniting all South LA residents, helping thousands of families in need, and advocacy. As a result Efren has high name recognition and popularity. Other candidates are outsiders that recently moved-in to the District.





## Efren is fighting for a better life for all of South LA.

As a life-long resident of the South LA community, Efren Martinez has seen firsthand the struggles and challenges faced by its residents. Raised by an immigrant single mother, Efren learned the value of hard work and determination from a young age. He was the first in his family to attend college and later served as a Marine Corps war veteran.

After his military service, Efren returned home with a drive to make a positive impact in his community. Efren has helped create job opportunities in the community and support local businesses to thrive. Efren and a childhood friends started a small transportation company helping seniors and the ill run errands and make medical appointments. The company now employs dozens of well-paid drivers and more with benefits and good pay.



Efren's success has allowed him to give back and advocate for change in South LA. Efren has addressing quality-of-life issues for residents and bringing resources back into the community through various initiatives such as organizing and sponsoring food distributions, Back to School Backpack Giveaways, Community Scholarships, and providing local businesses with supportive services and professional development opportunities.

During the Covid-19 pandemic and shutdown, Efren rolled up his sleeves and set up distribution centers to help others with groceries, masks, disinfectants, masks, and medicine. Efren is running for office for the right reasons. To give back and to help others.

As a lifelong Democrat, Efren will bring fresh ideas and real change to Sacramento. He is committed to addressing pressing issues such as creating safer neighborhoods, improving schools, reducing homelessness, and creating quality, well paid, career jobs for South LA residents.

**Efren Martinez is the voice that South LA needs in the State Assembly and the frontrunner leading in endorsements, fundraising, and most of all community support.**

Paid for by Efren Martinez for Assembly 2024



Learn more at  
**EfrenMartinez.com**

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