# Biden and Harris Launch 'Black Voters for Biden-Harris' Initiative in Philadelphia



On Wednesday, President Joe Biden and Vice President Kamala Harris will visit Philadelphia to kick off a strategy aimed at bolstering support among Black voters. Their first stop will be Girard College, a predominantly Black preparatory school, where they will announce the launch of "Black Voters for Biden-Harris." This initiative includes a rally and a visit to a Black-owned small business to speak with members of the Black Chamber of Commerce.

The outreach effort is aimed at addressing concerns within the Black community, as recent polls indicate a decline in Biden's approval ratings among Black voters. Encompassing an eight-figure budget, the strategy will engage Black student organizations, community groups, and faith centers throughout the summer.

Prominent Black Democrats, including Pennsylvania Lt. Gov. Austin Davis, Maryland Gov. Wes Moore, and Philadelphia Mayor Cherelle Parker, are expected to join Biden and Harris at the rally. In addition to local campaigning, a "week of action" will mobilize Black leaders nationwide to strengthen support in key battleground states.

Biden's campaign seeks to counter former President Donald Trump's recent outreach to Black and Hispanic voters, emphasizing the Biden administration's achievements such as reduced Black unemployment rates, increased Black household wealth, student loan debt relief, and notable appointments like Supreme Court Justice Ketanji Brown Jackson and Vice President Harris.

This initiative follows a series of engagements by Biden with the Black community, including his commencement address at Morehouse College and a speech at the nation's largest NAACP dinner in Detroit.