



## ***“OFFICIAL KICK OFF OF THE CALIFORNIA ASIAN AMERICAN PACIFIC ISLANDER VOTER GUIDE”***

**(SIERRA MADRE, CALIFORNIA)** On April 12, 2021, The Asian American Pacific Islander Voter Guide launched its official website, [www.aapivoteguide.com](http://www.aapivoteguide.com).

Asian American Pacific Islander Voter Guide (APPI) was created to inform a large voting block of California voters on who is running for office in their community. According to the California Secretary of State Voter Registration data, 2,295,090 million voters in California are Asian descent. The APPI Voter Guide was created by Paul Fickas who also created the largest No Party Preference Voter Guide in California with over ten million voter guides mailed since 2010.

“We created the APPI Voter Guide because the Asian community has been neglected for way to long, political insiders and pundits know this is important and now we have something to share with the fastest growing community in California,” Paul Fickas, Founder of AAPI Voter Guide and No Party Preference Voter Guide.

“As an Asian American elected official myself, and understanding the significance of the API population growth in our country, this guide can be an incredibly valuable tool to candidate and voter alike,” Rachelle Arizmendi, Mayor of Sierra Madre

Rachelle Arizmendi was first elected to the City Council in 2014 and re-elected in 2018. In April 2017, she was selected to serve as Mayor by the Council. In February 2020, she was appointed as Mayor Pro Tem. In December 2020, Arizmendi was appointed as the Mayor.

For more information on APPI Voter Guide contact [info@appivoterguide.com](mailto:info@appivoterguide.com). Or visit our site at [www.aapivoterguide.com](http://www.aapivoterguide.com)

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