



FOR IMMEDIATE RELEASE  
March 10, 2026

**Statewide Broadcast & Digital Ad Blitz Underway Warning Virginians About Redistricting Power Grab and Bad Policy Fallout - Vote No!**

RICHMOND- A massive statewide combined broadcast and digital advertising campaign launched by Virginians for Fair Maps warning voters about the sweeping partisan power grab by Richmond politicians seeking to undo the Commonwealth's redistricting laws embedded in the state constitution.

The TV ads will run in the Richmond, Norfolk, Roanoke, Tri Cities and Harrisonburg markets beginning Wednesday and digital ads are currently running across streaming platforms, social media, and targeted digital channels statewide. Every voter across the state will see the messages ahead of the April 21 statewide referendum.

**WATCH 'TRASH' HERE**

**WATCH 'POWER GRAB' HERE**

The Virginians for Fair Maps campaign is working to ensure voters fully understand the stakes before casting their ballots – and meet voters where they are: online and on television.

“Two thirds of Virginians voted for an end to partisan gerrymandering back in 2020 when a constitutional amendment guaranteed it,” said Mike Young of Virginians for Fair Maps. “Now political insiders in Richmond are rigging the maps to put themselves in power and marginalizing millions of Virginians with an illegal, fraudulently worded ballot question - in a maneuver to put politicians over the people they are supposed to represent.”

This ad blitz is launching as the first full week of early voting is underway and the political fight over redistricting intensifies.

Virginians for Fair Maps is co-chaired by Virginia Attorney General Jason Miyares and former U.S. House Majority Leader Eric Cantor, who have both repeatedly warned the ballot measure would undo bipartisan reforms voters previously supported, and are encouraging everyone to vote “No.”

This combined ad campaign runs statewide through Election Day as part of a sustained effort to inform voters about the proposed changes and encourage “No” votes in the April 21 referendum.

Political observers expect the Virginia redistricting fight to be the most closely watched ballot measure in the nation in 2026.

**Media Contact**

Finn Lee  
Campaign Manager  
703-402-8242  
finlay@votevafairmaps.com

**About Virginians for Fair Maps**

Virginians for Fair Maps is a nonpartisan organization committed to protecting the independent redistricting reforms approved by Virginia voters in 2020. The group works to ensure that electoral maps are drawn fairly, transparently, and without partisan manipulation, empowering voters to choose their leaders – not the other way around. Learn more at: <https://www.vafairmaps.com>

**GET INVOLVED**

Follow, share, and repost:



**DONATE**

Paid for by Virginians for Fair Maps RC

Our mailing address:

PO Box 26141, Alexandria, VA 22313