

Biden-Harris Ad Touts Historic Investments in HBCUs Ahead of Homecoming Weekend in North Carolina

Written by Biden for President 2024 Press
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Ahead of HBCU Homecoming Weekend at NC Central University (Durham) and North Carolina A&T University (Greensboro), Team Biden-Harris is launching a new ad, “Possibilities,” focused on President Biden and Vice President Harris’ historic investments in the country’s Historically Black Colleges and Universities (HBCUs). This is the sixth Team Biden-Harris ad targeting Black Americans, following “[First Day](#),” “[Get Ahead](#),” “[Facts](#),” “[Working](#),” and “[History](#).”

“Possibilities” highlights the Biden-Harris administration’s historic \$7 billion investment in HBCUs, which includes \$3.7 billion from the American Rescue Plan, \$1.6 billion in capital finance debt relief for 45 HBCUs, and \$1.7 billion in grant funding to support academic capacity and low-income students. The Biden-Harris administration has made it a priority to elevate HBCUs — including hosting HBCU student journalists from across the country, Vice President Harris’ “Fight for Our Freedoms” tour which included stops at HBCUs in swing states, reestablishing the White House Initiative on Advancing Educational Equity, Excellence, and Economic Opportunity for Historically Black Colleges and Universities, and more.

“When I think of America’s HBCUs, I think of possibilities,” **said Vice President Kamala Harris**. “As an HBCU alum, I couldn’t be more proud of the work President Biden and I are doing for HBCUs, because I know firsthand the extraordinary role that these institutions play in preparing young Black Americans for success. As so many HBCU alums travel to their alma mater this weekend to celebrate our community, this ad casts a spotlight on the Biden-Harris administration’s steadfast commitment to enriching Black Americans’ education and opening the doors of opportunity.”

This ad is a part of Team Biden-Harris’ 16-week, \$25 million advertising campaign targeting

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key voters in battleground states. “Possibilities” will run in North Carolina and will be narrowly geo-targeted around HBCU college homecoming events including at NC Central University in Durham and North Carolina A&T University in Greensboro. At the conclusion of the homecoming events over the weekend, the ad targets will expand to reach younger African American Voters on digital platforms in battleground states. Leveraging homecoming weekend is another example of how Team Biden-Harris is seizing high-profile moments to talk to voters about how President Biden’s agenda is delivering in their community.



[Watch “Possibilities” HERE.](#)