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## **ICYMI: Republicans “Bet Big” on Eric Flores to Help Flip TX CD-34 in Mid-Terms**

**SAN BENITO, TX** - Republicans are "betting big" on star recruits like Eric Flores to flip critical seats and capitalize on the rightward shift of Hispanic voters, according to a **new profile out in La Voz this morning**. The new article lists Eric Flores as one of the three "critical" Hispanic candidates with "strong local profiles" uniquely positioned to win this November.

*In case you missed it....*

### **The Republican Party is betting on Hispanic candidates to win three crucial seats in Texas and California**

**La Voz** | Joaquin Nunez | January 12, 2026

With the Republican majority in the House of Representatives hanging on a few seats and a Hispanic vote increasingly decisive in competitive districts, the Republican Party is looking to make further inroads with this group. In the midterm elections, the GOP is betting on consolidating and expanding the unlikely coalition formed by Donald Trump in 2024, recruiting Hispanic candidates with strong local profiles and management track records who can win key seats in 2026.

The central goal is to capitalize on the trend in favor of Hispanics in some key districts. To that end, the National Republican Congressional Committee (NRCC) has made a strong effort to recruit competitive Hispanic candidates across the country. For the moment, only three have won the official endorsements of President Trump and the NRCC, precisely the body charged with protecting and increasing the Republican majority in the House.

They are Eric Flores (Texas' 34th district), Kevin Lincoln (California's 13th district), and Tano Tijerina (Texas' 28th district). They face three incumbent Democrats in competitive districts.

These three candidates share Hispanic roots and verifiable management experience with which they hope to win in their respective races and help the

party defend its slim majority in the House. They would also continue the Republican trend of continuing to grow among the Hispanic community.

Their election platform resonates with that of the GOP nationally: lowering the cost of living, ensuring safe communities and restoring the promise of the American dream.

"Republicans aren't just talking about earning Hispanic voters' trust; we're continuing to work and build it," NRCC spokesman Christian Martinez told VOZ.

"Outstanding candidates like Eric Flores, Kevin Lincoln, and Tano Tijerina reflect their communities, understand the challenges working families face, and are stepping up to help grow a House majority focused on opportunity, security, and the American Dream," he added.

If they win the election, they would join other Hispanic House Republicans, including Maria Elvira Salazar, Monica De La Cruz, Nicole Malliotakis, Juan Ciscomani and Gabe Evans.

### **Eric Flores**

Eric Flores is running for Texas' 34th district. His campaign touts him as a "fellow prosecutor, veteran and father."

Raised in the Rio Grande Valley, he is an attorney and served the country as an Army infantry officer, rising to the rank of captain. He later served in the Texas Army National Guard, where he helped protect the U.S.-Mexico border.

Back in Texas, he served as a municipal prosecutor and municipal judge before joining the U.S. Attorney's Office for the Southern District of Texas, McAllen Criminal Division.

According to his website, he stood out for fighting human trafficking and drug cartels. In addition, he managed to dismantle "the largest transnational human trafficking ring in the district and the conviction of one of the ten most wanted fugitives in Texas."

"For too long, Democrats took South Texas for granted, assuming our votes were virtually guaranteed, while they turned their backs on our values. They've traded the needs of hardworking families for a radical agenda that has left our borders open and our economy in shambles. I'm running because South Texans are tired of being ignored by career politicians like Vicente Gonzalez, who've forgotten long ago about the people they're supposed to serve," Flores told VOZ.

Should he prevail in the Republican primary, Flores will face Democrat Vicente González, incumbent since 2023. This district has an 83% Hispanic population, making it one of the clearest thermometers for the GOP. Gonzalez is one of the Democrats defending districts where Trump won in 2024.

[\*\*Read the rest of the article here...\*\*](#)

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