

Bloomberg to spend up to \$100 million to beat Trump in Florida

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Billionaire Mike Bloomberg announced Sunday he would spend as much as \$100 million in Florida to defeat President Donald Trump in his must-win state.

The infusion of cash comes as polls indicate a tightening of the race between Trump and Democratic nominee Joe Biden, who are deadlocked in a recent [Marist Poll](#), and as Floridians start voting by mail at the end of the month.

Biden's support among Hispanic voters is in double digits yet remains relatively low for a Democrat who wants to carry the state according to surveys of Latinos in [Florida](#) and [Miami](#).

To that end, "communicating with Hispanic voters will be a key part" of Bloomberg's effort, which will primarily focus on digital and TV ads, according to a press release issued on behalf of his Independence USA political committee.

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