



To: Interested Parties

From: Vanessa Cobarrubias, Campaign Manager

Re: Momentum Heading into Early Vote

Date: February 13, 2026

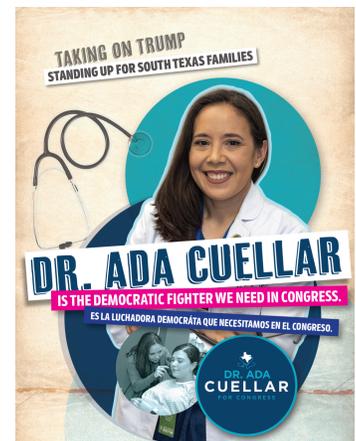
Early voting in the Texas Primary starts on Tuesday, February 17th, and Dr. Ada Cuellar's campaign has laid the groundwork to mobilize voters and **energize Democrats to turn out for the one candidate who will fight for them.** On the campaign trail, and online, we are hearing from voters that they want a candidate who will stand up to Donald Trump and Monica De La Cruz's extreme agenda and **that's why they're supporting Dr. Cuellar.**

Momentum has significantly shifted in this campaign as voters have gotten to know **Dr. Cuellar and see her as the better candidate** to take on Monica De La Cruz in the general election, and as voters learn of **Bobby Pulido's opposition to abortion and other issues.** They know that a candidate of the "compadre" system who sounds like the Republicans we need to beat in November just won't get the voters we need out to the polls. That dynamic played out strongly when [Rep. Jasmine Crockett](#), who was already the frontrunner in the race for the U.S. Senate in Texas and has since solidified her lead, [endorsed Dr. Ada Cuellar](#) in January.

Here are highlights on the momentum Dr. Cuellar is building as we head into early vote:

Advertising

Dr. Cuellar launched a significant paid media campaign weeks ago with her first [broadcast television ad "Emergency,"](#) speaking directly to voters about her fight to bring down the cost of living in South Texas. This week we launched our second major ad, "[My Oath](#)," which shows voters the stark contrast between a local emergency room family doctor based in the district and a celebrity candidate rife with years of statements and positions out of line with the people of Texas' 15th Congressional District. Our opponent, Bobby Pulido only just launched his first ad weeks after Dr. Cuellar went on the air and he has spent just a small fraction of what our campaign invested in speaking directly with voters on the airwaves. His first and only ad fails to say what he is for, while Dr. Cuellar lays out her agenda and her commitment to the voters clearly. Dr. Cuellar's television campaign is more far-reaching on broadcast, cable, and digital mediums than Pulido's campaign could even financially sustain.



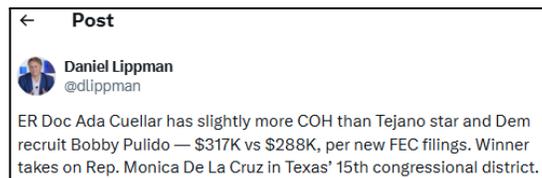
The campaign's television ads also supplement a robust mail campaign that has helped introduce Dr. Cuellar to voters for several weeks, highlighting her commitment to issues like affordable healthcare, codifying Roe v. Wade, lowering costs, fighting for a living wage, and holding the Trump Administration accountable for ICE's indiscriminate targeting of Latino communities. The mail program

has had a notable impact on our ground operation, with voters referencing them during voter outreach and committing their support.

Fundraising

Dr. Ada Cuellar is a single mom and an ER doctor running against a Grammy-winning celebrity and son of a Tejano music star. Yet, Federal Election Commission (FEC) filings showed her with a higher COH than Pulido. Additionally, some 40 percent of Pulido's fundraising came from PACs, a notable amount from lobbyists, and a fifth of his COH is money he cannot use in the primary election.

The race has seen national attention. The media and voters are seeing through Pulido's unimpressive campaign and his poor candidacy as media coverage of his conservative statements and [misogynistic social media posts](#) continue to trickle out. This past week, a Super PAC all but acknowledged Pulido's failing campaign as it swooped in with a last minute mail campaign attempting to whitewash his offensive remarks about women's health care.



Ground Operation

Our campaign has had a field operation for four months, reaching out to voters where they are, and engaging them on the campaign, its message, and with the candidate. We've knocked on, called, and spoken with thousands of voters. We are organized and our staff and supporters are coordinating turnout for early vote February 17 through 27, and for election day on March 3rd.

Social Media

Dr. Ada Cuellar's social media channels have earned hundreds of thousands of views and interest from influencers. Her appeal to voters is showcased in videos addressing the issues that matter to them and that highlight her opponent's own record. While Pulido taps into a following from his celebrity career, there is no evidence that he has been able to convert that into strong support from voters in the 15th district nor those engaged in this primary. Dr. Cuellar has also interviewed with several influencers in the RGV.

Media Coverage

Dr. Ada Cuellar has worked hard to engage voters and to reach out to the media to ensure they are covering this race. She has appeared on [KVEO's \(ValleyCentral's\) Inside Valley Politics](#) public affairs show, has interviewed with outlets such as the Texas Tribune, Texas Guardian, the New York Times, the Associated Press, and NBC News. The [Wall Street Journal highlighted Dr. Ada Cuellar](#) as one of the medical doctors running in 2026 to stand up to the Trump Administration's RFK-led anti-science agenda. The [San Antonio Express-News](#) has highlighted Dr. Cuellar's commitment to codifying Roe v. Wade. [The Texas Guardian](#) reported on the concern Dr. Cuellar is hearing from voters on ICE raids.



Bottom Line

So here's the bottom line. This is the campaign with momentum, and we're closing the name ID gap against an unvetted Tejano music star. We're investing the resources it takes to get our message directly to voters. We're running a ground game to turn our voters out. Our social media and earned media is attracting attention for all the right reasons. Our campaign is best positioned to take on Monica De La Cruz after March 3rd and hold her accountable for being a Trump puppet and rubber stamping his administration's extreme agenda.