

Louisiana wants to capitalize on Zohran Mamdani's win in NYC

By Dillon Lowe



When 34-year-old democratic socialist Zohran Mamdani won New York City's mayoral seat earlier this month, conservatives across the country were [quick to frame his victory as a sign that radical politics have taken hold of the Democratic Party](#). President Donald Trump himself has repeatedly referred to Mamdani as a "communist" and even threatened to withdraw federal funding from the city should he be elected.

Now, Louisiana is attempting to capitalize on the conservative backlash to Mamdani's victory in a rather unconventional way: through a full-page ad in *The Wall Street Journal*.

The ad, which ran on Monday, calls on disgruntled New Yorkers to consider packing up and making new homes for themselves in the Bayou State. It leads, in big, bold text, with the line: "In Louisiana, we value capitalism, not socialism."

The ad directs readers to LouisianaNow.Biz, a career and business recruitment site administered by Louisiana Economic Development, inviting them to "apply for one of 70,000-plus job opportunities or learn more about relocating your business."

Gov. Jeff Landry discussed the ad on Fox News' "America Reports" on Monday afternoon, characterizing it as an effort to get the word out about Louisiana's growing economic momentum.

"Right now, Louisiana per capita has more jobs available than anywhere else in the country," Landry claimed.

The full text of the ad is as follows:

In Louisiana, we value capitalism, not socialism.

We reward success—not punish it. We compete—not complain. We cut taxes to win new businesses. We grow jobs—not government.

We're building one of the world's largest AI data centers. We're breaking ground on one of America's newest steel plants in 60 years. We're powering a new renaissance in energy, manufacturing and innovation.

We're one of the most affordable states in the nation—and no state has made bigger gains in education than Louisiana.

We're not debating the future—we're building it, treating people with respect and capital with purpose. (And you already know—we live with flavor, fun and passion.)

We're building opportunity, and we'd love for you to join us.

As you rethink New York City, rethink Louisiana.

It's worth noting that only 26% of voters in New York City are registered as Republicans, compared to 56% registered as Democrats. Mamdani won the mayoral election with 50.4% of the vote, beating former New York Gov. Andrew Cuomo, a Democrat who ran

as an independent and garnered 41.6% of the vote, and Republican Curtis Sliwa, who garnered 7.1% of the vote.

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