DOWN HOME
NORTH CAROLINA

Jess Rivera
North Carolina State Senate District 4

BIOGRAPHY/ACCOMPLISHMENTS:

Bio:
Jess Rivera is a Marine veteran, barber, small-business owner, and working-class community advocate. The oldest of six children, Jess grew up in a Mexican-Irish working-class family and learned early the importance of service, resilience, and looking out for others. After serving in the Marine Corps, Jess became a licensed cosmetologist and opened The Garrison Barber & Parlor in downtown Wilson, creating a business centered on community and connection.

Why she's running:
Jess Rivera is running for State Senate because she knows firsthand what it means for working families to struggle with housing, financial stability, and access to opportunity. She wants to bring a service-first approach to Raleigh focused on listening to communities, strengthening rural areas, supporting working families and small businesses, and making sure government delivers for the people it represents.

Education:	• Will fight for well-funded rural schools, better-paid teachers, and strong community colleges that connect students with good-paying jobs close to home.
Healthcare:	• Will work to protect rural hospitals and clinics, expand mental health and substance-use services, and make quality healthcare more accessible and affordable.
Jobs & Local Economy:	• Supports small businesses, job training connected to local employers, fair wages, and investments that help working people and local economies grow
Infrastructure For The Future:	• Will advocate for reliable broadband, safe roads, and dependable utilities while supporting responsible growth that protects communities and the environment.
Agriculture:	• Will support family farmers through fair crop insurance, reliable water access, and investment in rural agriculture and local economies.
Veterans & Working Families:	• Will fight for veterans and working families to have access to housing stability, fair wages, transition services, and dependable public support.
Accountable Government:	• Believes elected officials should listen to their constituents, be transparent, focus on local needs, and measure success by whether people's lives actually improve.
Public Safety:	• Support better pay, training, and equipment for law enforcement and first responders. • Increase funding for rural fire departments. • Invest in disaster preparedness and emergency response.