



FOR IMMEDIATE RELEASE

November 18, 2019

CONTACT: Xochitl Mora, Office of Communications, O: 681-1202/M: 662-9269/E: xmora@mcallen.net

City of McAllen Produces Spanish-Language Census 2020 PSAs

Spanish, P.S.A.s stress importance of participating in 2020 Census, and how it impacts community, schools

The City of McAllen recently filmed and completed three Spanish-language public service announcements that encourage the residents of the Rio Grande Valley to participate in the upcoming 2020 Census, highlighting the various programs impacted by the results of the Census. The thirty second English PSAs feature City of McAllen employees, as well as a few community members, who all volunteered to be a part of the project. Employees from the City Manager's Office, City Attorney's Office, Library and Purchasing participated, as well as McAllen International Airport, McAllen Transit and McAllen Public Utility departments who came together to film the PSAs in various locations around the city.

In all three PSAs, employees encourage the community to be a part of the 2020 Census to help make sure that everyone in the community is counted so that the community will benefit. The PSAs are done in Spanish, a key audience that the McAllen Complete Census Count Committee is hoping to reach out to in the coming months leading up to the Census. Organizers hope to promote the importance of participating in the Census and its impact to the region.

"This message is especially important in our part of Texas, the entire Rio Grande Valley," said Mayor Darling. "It is so important that every resident in Hidalgo, Cameron, Willacy and Starr County be counted, so that our areas can receive the federal funds and representation that South Texas needs."

Echoing that message is Chief Rodriguez, who in his role as the chairperson of the City of McAllen Census 2020 Complete Count Committee, wants to stress to the community that the Census is about counting all people who live here.

"It is important that we ensure that united effort takes place with all individuals in the area to help make sure that every person is counted," stated Chief Rodriguez. "Reaching them in their language is key to make sure that the message is received."

The City of McAllen Census 2020 Complete Count Committee will work with its counterparts in neighboring cities, throughout Hidalgo County and even throughout the Rio Grande Valley to help maximize those efforts to ensure that every effort is made to reach everyone in every part of the area.

To learn more about the upcoming 2020 U.S. Census, visit www.2020census.gov or follow them on social media.



@cityofmcallen

###



Instagram



McAllen TX

For a link to the :30 **Spanish Census P.S.A.#1: All Issues**
<https://www.youtube.com/watch?v=sWz6g8vGuNk>

For a link to the :30 **Spanish Census P.S.A.#2: Money**
<https://www.youtube.com/watch?v=fQHxWcy8KJc>

For a link to the :30 **Spanish Census P.S.A.#3: Education**
<https://www.youtube.com/watch?v=BhvZlbW06U0>