



FOR IMMEDIATE RELEASE

January 13, 2020

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

City of McAllen Teams Up with Diocese of Brownsville to Produce Additional English, Spanish-Language Census PSAs

Bishop Flores' message stresses importance of participating in 2020 Census, confidentiality

Census 2020 is right around the corner and for the City of McAllen, informing the community about the importance of participating in the 2020 Census has been its focus through various efforts including hosting job fairs, community grassroots participation and the creation of various English and Spanish-language public service announcements, disseminated to all Rio Grande Valley media. With less than 60 days before the start of self-response for the 2020 Census, the McAllen Complete Census Count Committee has released a series of PSAs, in both English and Spanish, that feature Diocese of Brownsville Bishop Daniel Flores.

"I am so grateful to Bishop Flores for promoting the importance of participating in the 2020 Census," said McAllen Mayor Jim Darling. "Now more than ever, we need every person in the Rio Grande Valley to be counted so that we can shape our future."

In the PSAs, Bishop Flores encourages 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. Additionally, in both in Spanish and English, he stresses the absolute confidentiality of the responses, how that information cannot be shared with any other federal agency.

"This message is especially important in our part of Texas, the entire Rio Grande Valley," added Mayor Darling. "We recognize that Bishop Flores is perhaps the most trusted voice to carry that message of confidentiality to every resident in Rio Grande Valley."

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.

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.

-more-

City of McAllen Diocese of Brownsville Produce Census PSAs / page 2 of 2

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: Censo: Ser Contados con Obispo Flores**
https://youtu.be/zmfm_DIIkhU

For a link to the :30 **Spanish Census P.S.A.#2: Censo: Comunidad con Obispo Flores**
<https://youtu.be/Yg8xDAjxsxw>

For a link to the :30 **English Census P.S.A.#1 Census: Children with Bishop Flores**
<https://youtu.be/Qq70le2pF0s>

For a link to the :30 **English Census P.S.A.#1 Census: Be Counted with Bishop Flores**
https://youtu.be/yubf8K43e_k