



FOR IMMEDIATE RELEASE

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City of McAllen Produces Census 2020 PSAs

English, Spanish P.S.As focus on how easy it is to respond online or over the phone

The City of McAllen recently filmed two public service announcements, one in English and one in Spanish, that highlight how much easier it is to respond to the 2020 Census via online or over the phone, rather than fill out the paperwork.

“As technology has leapfrogged into the 21st century since the Census was last conducted, it is now much easier, faster and just as confidential to respond to the Census online or over the phone,” said McAllen Mayor Jim Darling. “We want to encourage everyone to take advantage of this simple, convenient and private method of responding.”

The thirty second English PSAs feature City of McAllen Mayor Jim Darling in English and City Manager’s Office receptionist Karla Martinez in Spanish. Both PSAs encourage residents to not become overwhelmed with the paper form response method and instead, by utilizing the special Census I.D. codes or phone numbers that will be sent out starting March 12, responding will be easier than ever.

As Census Day draws near, organizers hope to continue 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 everyone: *Everyone Counts!*

“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. “We will be working with our community to provide access to and help all residents to respond online to the 2020 Census.”

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 count everyone in the region.

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



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Instagram



McAllen TX

For a link to the :30 **English Census P.S.A. How to Respond:**

https://www.youtube.com/watch?v=Q1QV3S5_Q3A&feature=youtu.be

For a link to the :30 **Spanish Census P.S.A. Como Responder:**

https://www.youtube.com/watch?v=s_irt9MpzZE&feature=youtu.be