



FOR IMMEDIATE RELEASE

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McAllen Begins Outreach Efforts for U.S. Census 2020

“Let’s Make Texas Count!”

English, Spanish P.S.A.s aim to stress importance of Census, how to respond and inviting community to be a part of the Census team

The City of McAllen, in partnership with the U.S. Census, has already rolled out its first of many public service announcements regarding the 2020 Census, encouraging McAllen and the Rio Grande Valley to “Make Texas Count!” for next year’s census. Featuring McAllen Mayor Jim Darling in English and McAllen Chief of Police Victor Rodriguez in Spanish, the message is a broad overview of why the census is conducted, why it is important, the various ways to fill out the Census and finally, how individuals can apply to help be a part of the Census team in McAllen and the Rio Grande Valley.

In both videos, Mayor Darling and Chief Rodriguez encourage the community to fill out the Census to help make sure that everyone in Texas is counted.

“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.

Chief Rodriguez also wants to encourage citizens who are interested in being a part of this important and vast undertaking visit the Census job website or call for more information. “It is important that people from this area are canvassing this area to count our community,” he concluded.

One new feature to the upcoming census will be the new way in which people will be able to respond. As technology has advanced, so has the census and next year, people will be able to fill out the Census online. 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.

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To learn more about job opportunities with the U.S. Census and to apply, visit www.2020census.gov/jobs or call 1-855-JOB-2020.

“Let’s make Texas count!”



@cityofmcallen

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Instagram



McAllen TX

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

<https://youtu.be/mDSK2LxbaTY>

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

<https://youtu.be/KTbuDAkvx8c>