



FOR IMMEDIATE RELEASE

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City of McAllen, McAllen I.S.D. Join Forces for Census 2020 PSAs

“Let’s Make the Rio Grande Valley Count!”

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

The City of McAllen, in partnership with McAllen I.S.D., recently filmed and completed three 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 McAllen Mayor Darling, McAllen Police Chief Victor Rodriguez and McAllen I.S.D. Superintendent Dr. J.A. Gonzalez, as well as dozens of M.I.S.D. students from various elementary, middle and high schools.

In all three PSAs, students 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.

“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.

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.



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Instagram



McAllen TX

For a link to the :30 **English Census P.S.A.#1: All Issues**

<https://www.youtube.com/watch?v=twl3MlvypnM>

For a link to the :30 **English Census P.S.A.#2: Money**

<https://www.youtube.com/watch?v=d1lQCf6TzCc>

For a link to the :30 **English Census P.S.A.#3: Education**

<https://www.youtube.com/watch?v=yXkWItdFE0A>

