



NEWS RELEASE

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NALEO Educational Fund Responds to Secretary Wilbur Ross Testimony

Secretary Ross's testimony highlights the need for the Census Bureau to correct misinformation

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released a statement from CEO Arturo Vargas on U.S. Commerce Secretary Wilbur Ross's testimony before the House Committee on Appropriations ahead of upcoming census operations:

"We are encouraged to hear Secretary Ross reiterate the need to correct misinformation around the census, and we look forward to the Bureau directing resources towards supplemental messaging that focuses on highlighting the lack of a citizenship question.

"With a country as large and diverse as ours, Americans rely on accurate and consistent information that encourages census participation and corrects misinformation. In light of the Bureau's previous decision to shy away from a large ad campaign to remind Americans that there will be no citizenship question, we are glad to hear the Secretary's recognition that such a campaign would alleviate fears and encourage increased census participation.

"Our organization also recognizes the sensitivity and nuance around this kind of messaging as it relates to the citizenship question. Our [research](#) shows that nearly half of Latinos in America believe there will be a citizenship question on the census and that non-politicized messaging where the Bureau works with local Latino partners to emphasize the lack of a citizenship question, can be effective.

"We stand ready to work alongside the Bureau to ensure that Americans have correct information ahead of the census. Easing people's fears and promoting the positive impacts of full census participation are evidence-based solutions to the issues Secretary Ross mentioned in his testimony. NALEO Educational Fund continues to operate as a trustworthy resource to help in these efforts."

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About NALEO Educational Fund

NALEO Educational Fund is the nation's leading non-partisan, non-profit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.