



## NEWS RELEASE

**For Immediate Release**  
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### **NALEO Educational Fund Launches Latino Week of Action as Census 2020 Is Underway**

*Top Latino organizations, Telemundo, and Latino Broadway talent come together  
in effort to engage community and encourage census participation*

**WASHINGTON, D.C.** – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund today released a statement from CEO Arturo Vargas on a Latino Week of Action, as a part of the organization's *iHágase Contar!* campaign, to promote census participation throughout the community:

"Every one of us in the Latino community has a role to play in the 2020 Census. During these extraordinary times, it is paramount we do all we can to ensure that everyone in our networks is counted. In that spirit, we are all census enumerators. And with a community as diverse as we are, it is incumbent on organizations like ours to speak to the complexities and nuances of Latinos in a way that inspires full census participation.

"The Latino Week of Action is part of a group effort to help strengthen our community's future by encouraging census participation so that we may secure our fair share of federal funding and political representation. To make that happen, we must remain steadfast in our dedication to ensuring a full and accurate count of Latinos, no matter what obstacles stand in our way.

"We are thrilled to be joined by some of Broadway's most talented Latino performers, our friends at Comcast NBCUniversal Telemundo, and our partners at Fair Immigration Reform Movement (FIRM), Hispanic Federation, Labor Council for Latin American Advancement (LCLAA), LatinoJustice Puerto Rican Legal Defense and Education Fund (PRLDEF), League of United Latin American Citizens (LULAC), Mexican American Legal Defense and Educational Fund (MALDEF), Mi Familia Vota, UnidosUS, United We Dream, Voto Latino, and other local partners in our collective commitment to ensuring Latinos are accurately counted in the 2020 Census."

Over the course of the Latino Week of Action, NALEO Educational Fund and partners are dedicating each day to reaching different audiences within the Latino community through a comprehensive engagement effort meant to spur widespread participation in the 2020 Census. As part of this strategy, the organizations will disseminate a variety of digital content, as well as host a Twitter chat and virtual town hall.

## **Latino Week of Action April 13 – April 18, 2020**

- **Day 1: Monday, April 13 – Latino Week of Action is here! (#LatinosCount)**
  - General outreach and call to action around the census
- **Day 2: Tuesday, April 14 – Millennials and Gen Z (#LatinxsCount)**
  - Millennial and Gen Z engagement
- **Day 3: Wednesday, April 15 – *iHazme Contar!***
  - Engagement around making sure Latino children are accurately counted
- **Day 4: Thursday, April 16 – The Present is Latina (#LatinasCount)**
  - Outreach and engagement of Latinas as influencers in our communities
- **Day 5: Friday, April 17 – *iHágase Contar!***
  - Collective census engagement to reach immigrant communities
- **Day 6: Saturday, April 18 – How to/Direct assistance**
  - Guidance on the census form and how to make sure you are counted correctly

*Residents can self-respond to the census online at <https://my2020census.gov/> or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020. Paper census forms are arriving in the mail from April 8-16, which can be returned via mail once completed.*

*Individuals with questions about the census can call NALEO Educational Fund's toll-free national census bilingual hotline at 877-EL-CENSO (877-352-3676) – Monday-Friday from 8:30 a.m.– 8:30 p.m. ET to get additional information.*

*Partners can stay up to date on tools to continue to get out the count in Latino communities by visiting [www.hagasecontar.org/resources](http://www.hagasecontar.org/resources), texting CENSUS to 97779, or by subscribing to our email list [here](#).*

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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.*