



# NEWS RELEASE

## **FOR IMMEDIATE RELEASE**

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## **NALEO Educational Fund and Partners to Host Latino Census Week of Action Virtual Town Hall Thursday**

*Leaders of Latino advocacy organizations to drive home importance of participation in 2020  
Census and update community on the latest developments around census operations*

**Washington, D.C.** – As part of the Latino Census Week of Action, leaders of the nation’s top Latino civic engagement organizations are coming together for a special virtual town hall aimed at promoting a full and accurate count of the Latino community in the 2020 Census on Thursday, April 16, 2020.

During the virtual Town Hall, Latino leaders will discuss the latest developments around census operations, the impact of the coronavirus (COVID-19) on the enumeration process, and the importance of self-response in the wake of this global pandemic. Following these remarks, there will be a Q&A opportunity for participating media and community members.

### **WHAT**

Latino Census Week of Action Virtual Town Hall

### **WHO**

- Dan Domenech, Singer, Director, and Actor from BroadwaySindy Benavides, Chief Executive Officer, League of United Latin American Citizens (LULAC)
- Lucy Flores, Chief Executive Officer, Luz Collective
- Arturo Vargas, Chief Executive Officer, National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund
- Lizette Escobedo, Director of National Census Program, NALEO Educational Fund
- Janet Murguía, President and CEO, UnidosUS
- Serena Prammanasudh, Census Campaign Manager, United We Dream

- María Teresa Kumar, President and CEO, Voto Latino

**WHEN**

Thursday, April 16, 2020 – 1:00 p.m. ET/ 12:00 p.m. CT/ 10:00 a.m. PT

**WHERE**

[Facebook Live](#)

**WHY**

The Latino Week of Action is a nationwide effort by the nation's top Latino civic engagement organizations 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. Together, we can motivate the Latino community to help secure critical resources, services, and representation where it is needed most.

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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.*