



FOR IMMEDIATE RELEASE:
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Press Briefing 2020 Census Begins - Invitations Arriving in Mail

Waco, Texas – (March 10, 2020)

What: Waco **Mayor Kyle Deaver** will host a press briefing announcing the start of the 2020 Census with the initial invitations to respond being sent March 12th – 20th.

The 2020 Census will count everyone living in the United States as of April 1, 2020. Responses will help shape the future of Waco and McLennan County and define how billions of dollars in federal funding are distributed across the country every year for the next 10 years. Responses also reflect congressional representation. For every person who is not counted, McLennan County stands to lose approximately \$15,000 in funding for our community over the next ten years.

Visit WhyICountWaco.org for more details on the local impact of the Census.

- Details on how Waco-McLennan County will be asked to respond
- 2020 Response Rate Challenge to beat the 2010 Response Rate
- Launch of 2020 Census Action Kiosks across Waco and McLennan County
- Community Partnerships

If more people respond early and on their own to the 2020 census, fewer census takers will need to visit homes – so respond right away! The goal is to surpass the 2010 Census response rate of 63.1% for Waco and 65.6% for McLennan County. When residents receive their invitation in the mail they should respond to the census right away either online, by phone, or by mail right. Census workers will be tracking the process by way of an interactive map on 2020census.gov.

-More-

When: Thursday, March 12, 2020 at 10:00 a.m.

Where: Waco City Hall Front Steps – 300 Austin Ave.

Who: Waco Mayor Kyle Deaver
Andrea Barefield, Council Member, District I
Taina Maya, Co-Chair of the CCC
Dale Fisseler, Co-Chair of the CCC
Hector Sabido, Council Member Elect, District II
Margie Cintron, Independent Contractor
Angela Evilla, TSTC
Dr. Liz Palacios, Baylor University
Cuevas Peacock, Community Organizer
Community Partners
Census Bureau

Time for One-On-One interviews will be available following the Press Briefing

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