

FOR IMMEDIATE RELEASE
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MEDIA CONTACT

press@myBlackCounts.org
Lanae Norwood: (323) 244-7766
Paige Travis: (630) 430-1513



My Black Counts Launches State-Wide 2020 Census Initiative

CALIFORNIA – Today, the California Black Census and Redistricting Hub “The Black Hub” launched the [My Black Counts campaign](#), an outreach, education, and communications initiative to target Black hard-to-count communities in preparation for the 2020 state census and redistricting process.

Together, the Black Hub wants to encourage greater participation among Black, Latinx and immigrant populations in six key regions throughout the state to dispel myths and help ease fears about the 2020 census process.

[My Black Counts](#) is an educational awareness and persuasion campaign designed to help explain how government officials use census data to allocate federal funding for the state of California. We recognize that the census and redistricting process will determine how dollars are allocated for critical programs like Medicaid, food stamps, Head Start, school lunch programs, Section 8 housing vouchers, programs for seniors and disabled veterans, and unemployment benefits.



“We say *My Black Counts* because Black people are a critical part of the fabric of California and are also more likely to bear the brunt of inequity in terms of lack of funding, services, and [the] political voice,” said Anthony Thigpenn, Founder and President of California Calls. “This is why it's critical that there is an organized voice to make sure these needs and concerns are addressed.”

The Black Hub is a growing alliance of over 30 grassroots community-based organizations spanning urban, rural and suburban counties across the state that includes a coalition of groups such as Alliance San Diego, Black Alliance for Just Immigration (BAJI), Black Women Organized for Political Action (BWOPA), Community Coalition (CoCo), Congregations Organized for Prophetic Engagement (COPE), LA Community Action Network (LACAN), Partnership for the Advancement of New Americans (PANA).

Since 1980, Black and immigrant populations have had below-average participation in the census. More than 1 million residents in California live in non-traditional homes, lack access to the internet or have been formerly incarcerated, which *My Black Counts* categorizes as hard-to-count communities. The *My Black Counts* campaign wants to make a point that Black is not a monolith, and all representations of the Black count matter, especially during the 2020 Census survey.

For more information about the campaign, please visit myBlackCounts.org.

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About My Black Counts:

My Black Counts is a state-wide initiative run by the California Black Census and Redistricting Hub, which is a network of over 30 Black-led and Black-serving organizations across the state focused on maximizing participation in the upcoming census and redistricting process among hard-to-count Black communities.

With Black trust in government at an “all-time low” (15%) and historically being the lowest amongst their counterparts, broad education and engagement in California’s Black communities is crucial to dispelling myths, easing fears, and ensuring a complete count.

The Black Hub coalition motivates and activates the voices of thousands of Black Californians throughout the census and redistricting process. The Hub is also part of the [California Calls](#) network and builds off the organization’s three-year African American Civic Engagement Project.

Additional Information:

www.myBlackCounts.org

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