

New York Regional Partnership Department  
new.york.rcc.partnership@2020census.gov  
(212) 882-2130  
www.2020census.gov



## **SAVE THE WEEK: Everyone will compete during Census PUSH WEEK**

*Shared goal is to PUSH others to PUSH 2020 Census self-response rates!*

**July 9, 2020** — The PUSH to increase participation in the 2020 Census is on!

States, counties, cities, towns, and communities will compete in a regional challenge during Census **PUSH WEEK** to determine who can *PUSH* a greater self-response rate from July 27-August 2, just days before the start of Census Non-Response Follow-Up operations August 11.

Census partners throughout the region will engage with communities by throwing parades, hosting Mobile Questionnaire Assistance (MQA) events, imploring their social media networks, and pushing family, friends, and neighborhood members to spend 10 minutes to self-respond.

Community leaders and Census partners have done a great job spreading the message that completing the 2020 Census is safe, easy, and important. Now, they will pull out all the stops and get creative to see who can PUSH their Census self-response rates the most in one week.

**Details on the competition, along with specific community promotional events during Census PUSH WEEK, will be released Wednesday, July 22.**

*About the Census:* Census results help determine how billions of dollars in federal funding flow into states and communities each year. Census results also determine how many seats in Congress each state gets. That is why local governments, nonprofits and businesses have partnered with the U.S. Census Bureau to boost self-response rates. These Census partners are making special efforts to connect with residents who are least likely to respond to the 2020 Census on their own. For more on the 2020 Census, including local [response rates](#), [operational adjustments](#) associated with COVID-19, and opportunities to interview a Census representative, please contact the media specialist below.

###

### **Media Contact**

Keith Goralski, Media Specialist  
New York Regional Census Center  
U.S. Census Bureau  
Mobile: 609-954-5332  
keith.r.goralski@2020census.gov