

# NEW RELEASE

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## **Concerned with the Impact of the 2010 Census & Proper Latino Count, Capital Region Group Unveils Web Site and Complete Count Committee**

### **Albany, Schenectady, Saratoga, Rensselaer & Montgomery Counties Will be Targeted by Group**

**ALBANY, NEW YORK (10/27/09)** - With hundreds of millions of dollars in federal funding at stake to Capital Region cities and towns, a coalition of concerned Latino leaders has created and unveiled the Hispanic Complete Count Committee of the Capital Region. The group also unveiled its web site and its plans to work with the U.S. Census, local government leaders, business and nonprofit sectors to increase awareness on the importance of the 2010 Census and to ensure a proper count of the large Latino population in the region.

“To help increase public awareness and begin the coalition building work that will be needed to ensure a proper count, we are launching today a bilingual web site, [www.HispanicCCC.weebly.com](http://www.HispanicCCC.weebly.com). It is our intentions to use every communications tool available to make sure that we use the Census to bring to the Capital Region the most federal aid possible, stated, **Monica Arias Miranda, co-chair of the Hispanic Complete Count Committee of the Capital Region,**

**According to Dr. Veronica Cruz, a former adjunct professor of business management at the University at Albany,** “The U.S Census has estimated that there are over 38,000 Latinos in the Capital Region. Latinos comprise the largest and fastest growing ethnic group in the country and in New York State. Municipalities that fail to ensure a proper and complete count will lose millions of federal aid as the Census is used to distribute federal funding for a wide variety of programs.”

“With poverty levels, unemployment and urban decay on the rise throughout the region, efforts to count every resident of the region are of critical importance because the every federal dollar Cities like Albany, Schenectady, Troy and Amsterdam lose amount to another nail in the coffin of these municipalities,” **declared Guillermo A. Martinez, co-chair of the Hispanic Complete Count Committee of the Capital Region.**

**Joseph Gomez, owner of Gomez Electric and a former president of the Board of the Urban League, stated,** “There is a large volume of work that needs to be done to inform the regions large and growing Hispanic community on the importance of making sure they stand up and are counted. Our schools and hospitals need every dollar possible to strengthen their services. Local elected officials need to prioritize this issue because it’s central to increasing local revenues without the added burden of more taxes.”

**Alfredo Vidal, CEO of the Vidal Group, stated,** “Demographic experts are now predicting that the 2010 Census will reveal that potentially as many as 1 in 4 New Yorkers is Latino. The Hispanic Complete Count Committee of the Capital Region is organized to assist in a proper count because we recognize that, regionally, more work needs to be done to assure a proper count. This is a win-win situation for all Capital Region Communities.

“We all remember a few years back when the Albany County Legislature did not want to factor in the regions Hispanic residents when reapportioning the County Legislature. It took a federal judge to send that trick to the bottom of a garbage can,” stated Martinez, “We want to make sure that the Hispanic growth and importance to this region is not trivialized or marginalized.”

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