

# MEDIA ALERT

For Immediate Release

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

**WHO:** Hispanic Complete Count Committee of the Capital Region

Local Latino leaders and Latino business owners

Representatives of the U.S. Census Bureau

**WHAT:** 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 will unveil the Hispanic Complete Count Committee of the Capital Region. The group will also unveil 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.

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 and unemployment on the rise throughout the region, efforts to count every resident of the region are of critical importance.

**WHERE:** LCA Press Room, Room 130 of the Legislative Office Building, Albany

**WHEN:** Tuesday, October 27, 2009 at 1:05PM

**WHY:** The 2010 Census is of critical importance to the financial well being of Capital Region communities as hundreds of millions of federal dollars to local governments are tied to population figures. Efforts to reach out to Latinos in the Capital Region are essential because of the rapid growth of Latino communities throughout the region and State. 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.

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