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MEDIA ADVISORY

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2020 Census: Get Counted, Feed America

PHARR, TX – 2020 Census Digital Day of Action will be held March 12, 2020. The Food Bank RGV and a cross-section of human service groups will join together to educate, share, and encourage the public via social media outlets and other digital streams to participate in the 2020 Census.

The 2020 Census is in full swing. The Food Bank of the Rio Grande Valley understands that a fair and accurate count is key to the fight to end hunger.

The census is not only an opportunity to empower our community — it is also an opportunity to help feed the nation. Data from the census is used to determine how much federal funding will flow into essential food programs, like SNAP and WIC; measure how many people across the country need food; and help shape business decisions that can help create jobs.

There's a lot at stake, especially for many of the people the Food Bank RGV and other emergency food providers serve — people who are often from populations most at risk of being undercounted.

The 2020 Census provides a chance to shape our nation's future. If our future includes a hunger-free America, we must spread the word about the importance of the census and ensure no one is left uncouncted.

When: March 12, 2020

Where: Online on major social media outlets.

Opportunities: Sharing social media posts created by Food Bank RGV, live streams, interviews on why the Census is important for local charites.

For more information: Libby Salinas, Chief Program Officer, at libbys@foodbankrgv.com ofc: 956-904-4506 cell: 956-227-2886 fax: 956-682-7921

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About the Food Bank RGV:

The Food Bank of the Rio Grande Valley, Inc. was incorporated in 1986 and has grown to be the largest charity in south Texas based on clients served. In fiscal year 2019, over 40 million pounds of food and fresh produce were distributed to Cameron, Hidalgo, and Willacy counties and the Feeding America network of food banks. Up to 146,000 people in the Valley experience hunger.

The Food Bank RGV is an equal opportunity provider.