



## **MEDIA ALERT**

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## **NATIONAL COALITION ON BLACK CIVIC PARTICIPATION, NATIONAL URBAN LEAGUE & UNITY DIASPORA COALITION PARTNERS LAUNCH BLACK CENSUS WEEK 'COUNT ME BLACK!' CENSUS 2020 SOCIAL MEDIA OUTREACH CAMPAIGN DETAILS WILL BE OUTLINED IN A TELE-PRESS CONFERENCE ON MARCH 23**

*Despite the Coronavirus Pandemic Impacting the Nation, the Unity 2020 Coalition Will Encourage the Native and Foreign-Born Black Population to Be Counted in the 2020 Decennial Census, Utilizing Social Media Focused on Historically Undercounted Including Black Children, Men, Immigrants, LGBTQ+ and Others*

### **WHO:**

The National Coalition on Black Civic Participation (NCBCP), National Urban League and the Unity Diaspora Coalition 2020 Decennial Census Campaign national and state-based partner organizations including –A. Philip Randolph Institute, National Action Network, Black Women’s Roundtable (BWR), NAACP, Black Youth Vote, Color of Change, Institute of Caribbean Studies, Black Voters Matter, National Council of Negro Women, National African Clergy Network, National Education Association, AFGE, National LGBTQ Task Force, Lawyers Committee for Civil Rights Under Law, AfricanaRadio55, #RolandMartinUnfiltered, SEIU, National Organization of Black County Officials, NCBCP/BWR state affiliates and networks from across the country.

### **Tele-Press Conference participants will include:**

#### Co-Hosts

**Melanie L. Campbell** - President/CEO, NCBCP & National Convener, BWR

**Marc Morial** – President/CEO, National Urban League/Black Census Roundtable

#### Unity 2020 Social Media Lead Partners

- **Clayola Brown** – President, A. Philip Randolph Institute
- **Derrick Johnson** - President/CEO, NAACP
- **Rev. Al Sharpton** - Founder/President, National Action Network
- **Latosha Brown** - Co-Founder, Black Voters Matter
- **Benjamin Africa** - Founder, Africana55 Radio
- **Dr. Johnnetta B. Cole** - National Chair & President, National Council of Negro Women
- **Dr. Barbara Williams-Skinner** - Co-Chair, National African American Clergy Network
- **Roland Martin** - Producer & Host, #RolandMartinUnfiltered
- **Thomas W. Dortch, Jr.** - Chairman, 100 Black Men of America, Inc.
- **Rashad Robinson** - President, Color of Change\*
- **Stacey Long Simmons** - Vice President, National LGBTQ+ Task Force
- **Tokeka Green** - President/CEO, National Black Child Development Institute
- **Susan L. Taylor** - Founder & President, National Cares Mentoring Movement
- **Honorable Helen Holton** - Executive Director, National Organization of Black County Officials
- **Dr. Claire A. Nelson** – Founder & President, Institute of Caribbean Studies
- **Holli Holliday, Esq.** - National Unity Campaign Manager, NCBCP

\*invited

**WHAT:** NCBCP Unity 2020 Tele-Press Conference to launch its Black Census Week, “Count Me Black!” Social Media Outreach Campaign, March 23-March 29, 2020

**WHEN:** Monday, March 23, 2020, 11:00 am – 12:00 pm EST

**WHERE:** The tele-press conference call-in phone number is **+1(646) 876-9923**, Access Code **947 333 334#**.

**WHY:** Currently, America is concerned about containing the spread of, and finding a cure for, the dreaded Coronavirus (COVID19). And rightfully so. At the same time, however, we believe it is also vitally important to encourage our communities to utilize digital technology and social media to stay engaged and participate in the 2020 Decennial Census—by being counted online, by phone or via mail. Minority and marginalized communities, including African Americans, Black immigrants, LGBTQ+, children and the elderly, have been historically undercounted in past census counts. This historical undercount has led to millions of federal dollars diverted away from hundreds of programs that support Black America. Being counted is imperative. Says **Melanie Campbell**, President/CEO of the National Coalition on Black Civic Participation and National Convener of the Black Women’s Roundtable, *“These are indeed trying times for our nation, as we endure the uncertainty of the COVID-19 global pandemic. It is times like these that stress even more that each and every person needs to be counted so that we receive the resources and assistance that are due for our communities. For that reason, we all MUST participate in the 2020 Decennial Census. Despite the challenges each of us are personally facing, participating in the census has been made much easier for us through the use of social media and digital technology. We must take the time and make sure we are counted and say ‘Count Me Black!’”* Each day, utilizing social media, the NCBCP Unity Diaspora Coalition and our partners will focus on encouraging “undercounted” groups to be counted online, by phone or mail including:

- **Monday, March 23<sup>rd</sup>** – *For the Love of our Children*: Count Black Kids Day-Encouraging Black families to count their children, especially those historically undercounted---children ages 0-5
- **Tuesday, March 24<sup>th</sup>** – *My Brother’s Keeper*: Count Black Men Day
- **Wednesday, March 25<sup>th</sup>** – *Sister Power*: Count Black Women and Families Day
- **Thursday, March 26<sup>th</sup>** – *Country of Origin Matters*: Count Black Immigrants Day
- **Friday, March 27<sup>th</sup>** – *The Power Is in Your Hands* and *Celebrating Our Diversity*: Count Black Youth & Count LGBTQ+ Day
- **Saturday, March 28<sup>th</sup>** -*The Wisdom of Our Elders* and *Our Work Matters*: Count Seniors and Count Black Workers Day
- **Sunday, March 29<sup>th</sup>** - *Faith in Action*: Black Census Count Sunday

(MORE)

The National Coalition on Black Civic Participation (NCBCP) INFOGRAPHICS FOR MONDAY, MARCH 23, 2020:

**FOR MONDAY, MARCH 23, 2020**

*For the Love of our Children:* Count Black Kids Day-Encouraging Black families to count their children, especially those historically undercounted---children ages 0-5



**BlackCensusWeek**  
For The Love of Our  
Children. Count Black Kids.



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#CountMeBlack @ my2020census.gov



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The **National Coalition on Black Civic Participation (NCBCP)** is one of the most active civil rights and social justice organizations in the nation “dedicated to increasing civic engagement, economic and voter empowerment in Black America.” The **Black Women’s Roundtable (BWR)** is the women and girls empowerment arm of the NCBCP. At the forefront of championing just and equitable public policy on behalf of Black women, BWR promotes their health and wellness, economic security & prosperity, education and global empowerment as key elements for success.



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@thenationalcoalition



National Coalition on Black Civic Participation