

**MEDIA ADVISORY**

For Immediate Release

August 27<sup>th</sup>, 2020

**AAPI's COUNT!!: Caravan Promotes Participation in #2020Census in San José**

Trusted neighborhood organizations unite to drive through hard-to-count areas,  
promoting the #2020Census

**WHAT: Community leaders, elected officials, and trusted neighborhood organizations will meet in San José to drive through various neighborhoods to promote the #2020Census**

**WHEN: Saturday, August 29<sup>th</sup>, 2020 | 3:00 p.m. meeting & interviews**

**3:30 pm-** Meet up & interviews will be available in English and Spanish (Route A) – English and Chinese (Route B) by **trusted community leaders**.

**4:00 pm-** Asian Law Alliance addresses on purpose, process of the caravan, & safety (Efraín Delgado and Victor Sin)

**4:10 pm-** AAPI Census Caravan teams begin procession!

**WHERE: Santa Clara County Headquarters** (Route A Starting Point)

70 West Hedding Street | San José, CA 95110

*Route will cruise through various Downtown and Japantown neighborhoods.*

**Asian Law Alliance** (Route B Starting Point)

991 West Hedding Street | San José, CA 95126

*Route will cruise through various Downtown neighborhoods.*

**WHY:** Santa Clara County immigrant residents continue to face hardships from drastic budget cuts to essential community and educational programs, the global pandemic, and continued attempts from the Trump administration to discount them in the 2020 Census. Recently, the U.S. Census Bureau was even pressured to shorten the data collection period from October 31<sup>st</sup>, 2020 to September 30<sup>th</sup>, 2020, a significant blow to Non-Response Follow-Up (NRFU) operations. **We would like to provide one last BIG reminder to our communities that a complete count is critical for justice and equity in all of our communities.**

During the caravan procession, we will urge folks to complete the Census 2020 and count everyone living in their homes, including non-citizens. The 2020 Census will use the accurate count to determine how more than **\$675 billion dollars** of federal funding are distributed.

**WHO:** **The Asian Law Alliance** organized the San José “stop” in the state-wide (potentially nationwide) AAPI Census Caravan. In partnership with our national partner, APIAVote, we have organized to have trusted community organizations join us in the procession. Among these organizations are One East Palo Alto (OEPA), LEAD Filipino, SIREN and the Center for Employment Training (CET). In the spirit of intersectional solidarity, members of the local Latino Census Grassroots Coalition will be joining our caravan. We will also be joined by County Supervisor Cindy Chavez, the California Complete County Census 2020 office, the U.S. Census Bureau, and our local SCC Office of the Census.

The Census Caravan is being organized by the following groups:

