



**For Immediate Release**  
April 29, 2009

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### **MANA Joins Telemundo in the “Hazte Contar!” 2010 Census Campaign**

MANA, A National Latina Organization, with 25 chapters and six affiliates nationwide, joins Telemundo to raise awareness in the Hispanic community about the 2010 Census through the public service campaign, “Hazte Contar!” (Be Counted!). Designed as a multi-platform initiative, the campaign aims to educate, increase awareness, provide information and promote participation in the 2010 Census. Starting April 1, 2009, Telemundo viewers have been able to get information on everything related to the 2010 Census through the network and affiliate stations. MANA congratulates and thanks Telemundo for taking the lead in ensuring that outreach is broad and meaningful.

MANA has joined Telemundo in an effort to take the Census message directly to local communities, to empower and educate the community at the local, state and national levels through community and volunteer outreach, material distribution, panel discussions, and website information. MANA encourages the community to take action, volunteer, get informed and get involved to make sure the Hispanic community is accurately counted. As a first step, Census information will be distributed at the 2009 MANA Annual Educational and Training Conference in Arlington, VA, May 21-23, 2009, where hundreds of Latina leaders from around the country will gather.

“We need to make sure everyone is counted; we can’t stress it enough,” said Alma Morales Riojas, MANA President and CEO. “The Census results determine the allocation of \$300 billion of annual government funding to local community services and create thousands of jobs around the country. Latinos represent a growing, productive segment of the United States population and we cannot have any member of our community relegated to the shadows any longer. 2010 is the year for all Latinos to be counted and we want to help spread the message that our community must participate in the Census. In its new role as a member of the Consejo Consultivo del Instituto de los Mexicanos en el Exterior (CCIME - Institute Advisory Council of Mexicans in the Exterior), MANA will work closely with Mexican consulates across the country to guarantee a complete count in the 2010 Census.”

According to the Census Bureau's 2007 American Community Survey, 45.4 million or 15.1 percent of the U.S. population is Hispanic, making it the largest and fastest growing ethnic group in the U.S. Between 2010 and 2050, the U.S. Hispanic population is projected to nearly triple, resulting in one in three people in the U.S. being of Hispanic origin. The economic clout of U.S. Hispanics will rise from \$862 billion in 2007 to more than \$1.2 trillion in 2012, accounting for 9.7 percent of all U.S. buying power.

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*About MANA: MANA, A National Latina Organization, is a nonprofit advocacy organization headquartered in Washington, DC. With chapters across the country, it is the oldest national Latina membership organization in the United States. MANA, whose mission is to empower Latinas through leadership development, community service, and advocacy, envisions a national community of informed Latina activists working to improve the quality of life for all Hispanics. MANA also has the only national Latina mentoring program for girls 11 to 18, known as “HERMANITAS®”.*

*About Telemundo: Telemundo, a U.S. Spanish-language television network, is the essential entertainment, news, and sports source for Hispanics and a leading international player in the entertainment industry with presence in more than 100 countries worldwide. Broadcasting unique national and local programming for the fastest-growing segment of the U.S. population, Telemundo reaches 93% of U.S. Hispanic viewers in 210 markets through its 16 owned-and-operated stations, 45 broadcast affiliates, and 800 cable affiliates. Telemundo is wholly owned by NBC Universal, one of the world's leading media and entertainment companies.*

For additional information about “Hazte Contar!” campaign, go to:

[http://msnlatino.telemundo.com/especiales/Especiales\\_Telemundo/article/content/Especiales\\_Telemundo-2009/Article/Hazte\\_Contar\\_Main](http://msnlatino.telemundo.com/especiales/Especiales_Telemundo/article/content/Especiales_Telemundo-2009/Article/Hazte_Contar_Main)

For information regarding the Census Bureau, go to: <http://2010.census.gov/2010census/>