

## FOR IMMEDIATE RELEASE

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### **The U.S. Census Bureau Releases 2020 Hawaii Public Service Announcement Campaign**

*Television & radio spot features notable figures in the Native Hawaiian and Pacific Islander Community.*

The U.S. Census Bureau has released a series of public service announcements (PSA) to increase awareness and educate the public on the importance of the 2020 Census.

The U.S. Constitution mandates that a census of the population be conducted every decade. Census statistics are used to determine the number of seats each state holds in the U.S. House of Representatives and how billions of dollars in federal funds are distributed annually for critical public services like hospitals, schools, roads, bridges and emergency response.

The thirty second Hawaii PSA features notable figures in the Native Hawaiian And Pacific Islander Community including:

- **Marcus Mariota** - Quarterback for the Tennessee Titans.
- **Māpuana De Silva**- Kumu Hula.
- **Hāwane Rios** – Singer, Songwriter and Chanter.
- **Henry Kapon** - Vocalist, Guitarist, Songwriter, and Composer.
- **Kamana‘olana Mills** - Student at St. Andrew’s Schools.
- **Jocelyn “Josie” Howard** - Coordinator/Facilitator at EPIC ‘Ohana Inc. and a Social Worker at the St. Elizabeth Episcopal Church.
- **Dr. Jonathan Kay Kamakawiwo‘ole Osorio** - Dean of Hawai‘inuiākea School of Hawaiian Knowledge at the University of Hawai‘i at Mānoa

Additionally, national 2020 Census PSAs were released to include including information about various outreach initiatives such as “Statistics in Schools” and “The Undercount of Young Children” as well as general explainers on topics like “What Is the Census” and “How to Take the Census.”

The PSAs are one piece of the Census Bureau’s integrated communications campaign. This campaign includes advertising in 12 non-English languages, partner materials in multiple languages, “Statistics in Schools” activities and outreach to hard-to-count communities. In an effort to reach as many people as possible and ensure a complete and accurate count, the Census Bureau sought input, advice and research from diverse audiences, communities and stakeholders in producing the messages.

The Hawaii 2020 Census :30 PSA can be directly downloaded here (Courtesy: 2020 Census) [https://broadcast.census.gov/comm/2020census/videos/psas/Native-Hawaiian-Pacific-Islander\\_30\\_Slated.mov?#](https://broadcast.census.gov/comm/2020census/videos/psas/Native-Hawaiian-Pacific-Islander_30_Slated.mov?#)

Hi resolution photos can be found here for download (Courtesy: 2020 Census) - <https://www.dropbox.com/sh/x6ew80v3gzfhrdl/AABO1cC91HcHDlp3xsY2xczla?dl=0>

The Hawaii and national PSAs, can also be accessed through a [PSA toolkit](#) featured on 2020census.gov.

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