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FOR IMMEDIATE RELEASE

New Mexico Launches Statewide Census Day of Action

With time running out, state pulls together for a complete count.

On Monday, September 14th, communities across New Mexico will come together for a Statewide Day of Action for the 2020 Census. With just over two weeks remaining to count all New Mexico residents, the state has one of the lowest participation rates in the Nation, but is gaining momentum.

According to the U.S. Census Bureau, 82.8% of New Mexico Households have been counted in the 2020 Census. This rate includes households that have self-responded via phone, internet or mail, and those that have been counted through door-to-door visits by Census workers — a process referred to as “Nonresponse Followup”.

With two weeks left to respond, a coalition of organizations across the state, led by NMCounts 2020 and ICountNM, are participating in a statewide Census Day of Action on Monday, September 14. On that day, counties, nonprofits, businesses and everyday residents will be encouraging people in their community to complete their 2020 Census. The goal is to reach every New Mexican and let them know that they can still participate in the once-in-a-decade count.

[Full Press Release, Digital Press Kit and Contact Matrix Here.](#)

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