

In Partnership  
With



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### Executive Team Scholarship Committee Members:

**Rene Capistran**  
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Hidalgo County

**Melissa Lopez**  
Region 1

**Dalinda Guillen**  
Starr County

**Thelma Tamez**  
Willacy County

### FOR IMMEDIATE RELEASE

July 23, 2020

## The \$1,000 Scholarship Ambassador Kick-Off

for Rio Grande Valley High School, Vocational and College Students who  
Submit Proof of a 2020 US Census Completion from July 1 through October 30, 2020.

**McAllen, TX, July 23, 2020** – A group of local community leaders and businesses have partnered together with The Valley Alliance for Mentors Opportunity and Scholarship (VAMOS) to establish the RGV Census Ambassador Scholarship opportunity to provide Rio Grande Valley high school, vocational school, and college students with a chance to receive one of many \$1,000 scholarships for their efforts to increase 2020 US Census participation. The RGV Census Ambassador Scholarship has raised \$40,000 to-date and aims to raise \$100,000 for scholarships in the Rio Grande Valley.

Ensuring an accurate count in 2020 is of vital importance to ensure the Rio Grande Valley is equally represented in Congress and the Texas Legislature, is eligible to receive a fair share of federal and state funding over the next 10 years, and is provided with the visibility and political power commensurate with its population. The Rio Grande Valley has been historically under counted in the U.S. decennial Census and it is estimated the region is currently under counted by anywhere from 40,000 to 300,000 persons. If the RGV were accurately counted, the region could gain \$63M to \$473M annually or \$630M to \$4.7B over 10 years.

Noting the relatively low 2020 US Census participation for the Rio Grande Valley to-date and the great importance of getting an accurate count for our region, a scholarship and community engagement program has been created with the following goals:

- Educate students about the importance of the 2020 US Census for our region;
- Engage students to become Ambassadors for the U.S. Census with their Families, Friends, and Neighbors;
- Increase U.S. Census Completion for the Rio Grande Valley; Achieve 70%+ Completion Rate; and
- Provide Scholarship Opportunities for Students.

The RGV Census Ambassador Scholarship is born out of an effort spearheaded by Mrs. Sarah Hammond and Ms. Thelma Tamez at McAllen Nikki Rowe High School. In addition to launching the RGV Census Ambassador Scholarship program at the June 15, 2020 Kick-Off event, Nikki Rowe High School students were chosen as recipients of \$2,000 in scholarships for their efforts to increase 2020 US Census participation in their school.

#### CDC GUIDELINES ENFORCED

**Date:** Thursday July 30, 2020

**Time:** 10:00 a.m.

**Location:** Rancho Guadalupe

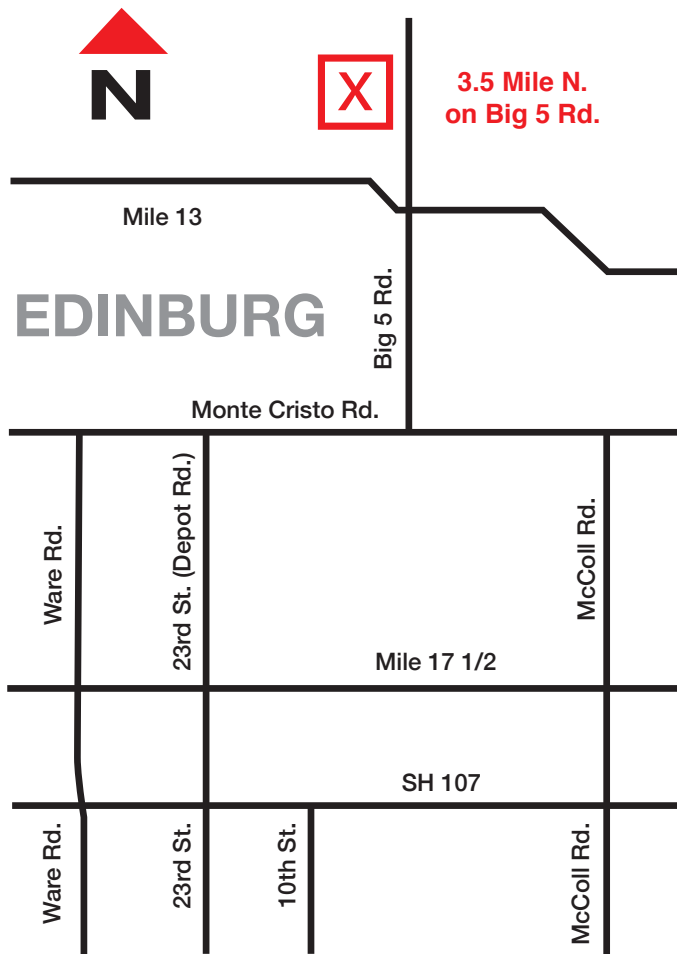
Guadalupe Event Center (3 ½ N. Big 5 Road | Edinburg, TX 78539)

A special media campaign will also be presented to all in attendance. The media campaign will be featuring individuals from our community that speak about the importance of completing the 2020 Census. Together we can take this important message out in our community with the power of the media and other platforms.



# Rancho Guadalupe

3 1/2 N. Big 5 Rd., Edinburg, TX



## STARTING POINT 10th AND TRENTON

10th to SH 107, to the right, take McColl Rd. to Monte Cristo Rd. to the left, take Big 5 Rd., pass Mile 13, on your left side

## STARTING POINT 23rd AND TRENTON

Drive north to Monte Cristo Rd., turn to your right to Big 5 Rd., turn north pass Mile 13, on your left side

## STARTING POINT McCOLL AND TRENTON

Drive north to Monte Cristo Rd., turn to your left to Big 5 Rd., turn north pass Mile 13, on your left side

McALLEN