**Multimedia Census Campaign “Everyone Counts. Everyone Wins!” Launched Monday, September 30**

* The 8-week media campaign runs now through November 22
* Will target undercounted populations in statewide multimedia census campaign
* Ads focus on the importance of getting a full count in Michigan
* Ads direct people to visit [www.MIVoiceCounts.org](http://www.MIVoiceCounts.org) for more information

As promotional and outreach activities are ramping up across the nation ahead of the 2020 decennial census, locally the Michigan Nonprofit Association (MNA) is leading the 2020 Nonprofits Count Campaign **“Everyone Counts. Everyone Wins!”** statewide media campaign.

The 8-week multimedia campaign which began on September 30, raises awareness and interest on the local impact of census data. Through statewide television, radio, and Gas Station TV Ads, communities are informed on the direct impact census data has on Michigan families and communities, and how the more than $675 billion in federal funds are distributed back to states and local communities every year for services and infrastructure, including nutrition assistance, education, and medical care. Ads will also focus on privacy and confidentiality.

Media campaign materials were developed by MCCI - Mort Crim Communications, Inc. and are available in multiple languages including Spanish and Arabic.

The **“Everyone Counts. Everyone Wins!”** statewide media campaign has been covered by Crain’s Detroit and can be found [here](https://www.crainsdetroit.com/government/michigan-nonprofit-association-targets-undercounted-populations-statewide-census).