



NEWS RELEASE

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Collin County Realtor Association Creates 2020 Census Videos in 26 Languages

PLANO, Texas — The Collin County Association of Realtors (CCAR) cares deeply for its members and the diverse community they serve. CCAR's passion for the community prompted the Association to create 2020 Census video resources in 26 different languages—something that currently does not exist for the 2020 Census. Visitors to www.ccar.net/census can select a video to learn about the importance of their participation in the 2020 Census in a language they can understand—theirs.

CCAR knows the importance of everyone in the country being counted “once, only once and in the right place,” as mandated by the Constitution, and desires no resident choose not to participate out of fear or confusion. “With over 9,000 members who speak 47 different languages, our association reflects the beautifully diverse community we serve and placed us in a fortunate position to help the community understand the importance of the Census,” says Mary Leidy, CCAR Chief Executive Officer.

The United States Census, which begins on April 1, 2020, is critical to the community and only happens once every 10 years. The data collected from the Census determines how more than \$675 billion dollars are allocated and distributed, where schools are built, the location of future fire departments and other emergency services, what senior services are available, and where businesses choose to locate their establishments.

“The Census directly impacts the future of our communities, and we don’t want to stand by and hope residents understand why it’s important — we want to educate and lead our community to the brightest future possible,” explains Leidy. “Further, we encourage everyone to share the videos included on www.ccar.net/census with their family, friends, neighbors, and colleagues. The Census is for everyone.”

Videos resources are currently available at www.ccar.net/census in the following 26 languages: Albanian, American Sign Language, Arabic, Armenian, Chinese, Croatian, English, Farsi, French, German, Gio, Greek, Hindi, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Punjabi, Russian, Spanish, Tagalog, Tamil, Urdu, and Vietnamese.

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Based in Plano, Texas, the Collin County Association of REALTORS® serves as the source for professional and reliable real estate information. Affiliated with Texas REALTORS® and the National Association of REALTORS®, the Collin County Association of REALTORS® has more than 9,000 REALTOR® and Affiliate members.