



PRESS RELEASE

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FOR IMMEDIATE RELEASE

King of the Rock Contest for the 2020 Census

The City of Milton, City of Edgerton, and City of Janesville are holding a press conference on Monday, July 20, at 3 p.m. at Edgerton City Hall, 12 Albion Street, Edgerton, WI, to announce the King of the Rock contest for the 2020 Census. The municipalities are competing to see which one will have the highest self-response rate for the 2020 Census. The municipality with the highest self-response rate by Labor Day, September 7, will not only have bragging rights for the next **10 years**, but the losing municipalities will also send pizzas to the winning municipality's Council.

"We're excited to participate in this contest to call additional attention to the 2020 Census and the important role it plays in our lives," City of Milton Mayor Anissa Welch said. "We hope all of our community members will take 10 minutes or less to complete the 2020 Census today to not only help us win this contest, but to help inform decisions that will have a direct impact on our daily lives for the next 10 years."

More than \$675 billion in federal funding – trillions of dollars over the next decade – is attached to population counts. Communities that are undercounted risk missing out on federal funding for programs including housing, transportation, health care, education, and other social services. That's why it is so important that we count every person in Rock County – funding for our schools, roads, and elder care depend on it. In addition, population counts are used to reapportion seats in the U.S. House of Representatives and drawing legislative districts at all levels.

Track your municipality's response rate online: <https://2020census.gov/en/response-rates.html>.

Additional information about the 2020 Census is available online at www.2020census.gov.

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