



Census [Video Prize Challenge](#) extended to May 7!

We hope this note finds you well and that you're navigating this new normal safely. Census Accelerate, an initiative of the [Census Open Innovation Labs](#), at the U.S. Census Bureau, has launched its first-ever video prize competition to reward the most engaging, impactful and informative videos about the 2020 Census - with a total of \$50,000 in cash prizes. Census Accelerate has partnered with national and local advocacy groups, entertainment industry, federal, state and local government, as well as civic engagement groups to leverage outreach efforts of cross-sector organizations dedicated to ensuring a complete and accurate count. Now, we're challenging civically engaged content creators and organizations in supporting a complete count of your communities by [submitting your outreach videos](#).

Due to feedback and sensitivity to [rapidly evolving developments](#) with the public health environment and the [2020 Census operational timeline](#), we've extended the deadline for video submissions to **May 7th at 11:59pm EDT**.

- Grand Prize - \$30,000, Runner Up \$10,000, Student Prize \$10,000
- Video should be 30 sec to 3 min
- **Extended Deadline: May 7th**
- We want you to remain socially distanced and are understanding that videos will be limited to what you can produce while at home. Judges will factor that into their evaluation.
- Videos should speak to a [hard to count community](#).
- Content should align with the 'reminder phase' of the census: *"It's not too late to respond either online, via phone, or by mail."*
- Please see [FAQ's here](#).
- Join us for an [Info Session/ Video Prep event](#) on **April 23rd from 3:00-5:00pm EDT**.

Please contact census.accelerate@census.gov if you have any questions.

Stay safe,

Census Accelerate team
accelerate.census.gov