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AMERICA'S TOMORROW: AN INTERACTIVE MAP OF OUR NATION'S FUTURE KEEP ME INFORMED

For Immediate Release

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AMERICA'S TOMORROW: AN INTERACTIVE MAP OF OUR NATION'S FUTURE

PolicyLink time-lapse map charts growth of people of color in the U.S. from 1990 through 2040;

Viewed over 200,000 times across 139 countries in less than a week

PolicyLink in the News

"Fred Blackwell Speaks On Blacks Being Left Out of Urban Development," The Loop 21

"HUD Awards Grant to Oakland to Create Better Community," San Francisco Chronicle

"Innovative Policies Are Essential to Save Men Who Are at Risk," The Sacramento Bee

"On Jobs and Safety Net, Lawmakers Must Focus on Hard-Hit Minorities," CNN.com

all News and Events

For Immediate Release

New York, NY – May 19, 2011 – PolicyLink has released "The Map of America's Tomorrow," a new interactive time-lapse map showing – for the first time – the growth of people of color in America from 1990 through 2040.

To date, the map has received more than 200,000 views across 139 countries. Harlem Children Zone's Geoff Canada used it as the centerpiece for a presentation he gave on "How to End Poverty" at the Google Zeitgeist Festival in London last week.

"This map makes crystal clear just how dramatically the face of America is changing – and how quickly," said Angela Glover Blackwell, Founder & CEO of PolicyLink. "Already, nearly half of all young people are of color, and by 2042, people of color will become our nation's majority. Clearly, this snapshot of our future has struck a chord, leaving no doubt that we must invest in and start building the foundation of tomorrow's America today. Let's start now."

The map is the first installment of "America's Tomorrow: Equity in a Changing Nation" – a new multimedia series exploring America's changing demographics and the leaders who are making a difference.

To view the map and follow the series, visit www.PolicyLink.org/AmericasTomorrow. The map also includes an embeddable HTML link for quick and easy posting.

Geoff Canada Presenting Map at Google Zeitgeist Festival:

http://youtu.be/18G40N06cYo?t=14m50s

Andrew Sullivan: "The Browning of America."

http://andrewsullivan.thedailybeast.com/2011/05/the-browning-of-america.html

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PolicyLink is a national research and advocacy institute advancing economic and social equity. Founded in 1999, PolicyLink helps create sustainable communities of opportunity that offer access to quality jobs, affordable housing, good schools, transportation, and the benefits of healthy food and physical activity. The organization is based in Oakland (Calif.), with offices in New York City, Los Angeles, and Washington DC. www.policylink.org

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