

FOR IMMEDIATE RELEASE



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**POPULATION EXPERTS GATHER IN TIMES SQUARE TO
MARK NEW “TIPPING POINT” FOR U.S. POPULATION**

**August 22 Marks Updated Date When United States Becomes a Majority Multicultural Nation by
The CulturEdge Interethnic Proximity Index (IPI)**

*EthniFacts’ Guy Garcia and NPR’s Maria Hinojosa are joined by civic leaders to discuss the demographic
and social implications of the CulturEdge Clock and the evolution of the American Dream*

New York, NY – Population experts will join EthniFacts’ Guy Garcia and NPR’s Maria Hinojosa to mark the date of the “Multicultural Tipping Point,” when the United States will officially become a nation comprised of primarily interethnic individuals, on Friday, August 22 at 10 – 11 a.m. at Father Duffy Plaza in Times Square, between 46th and 47th Streets. The EthniFacts CulturEdge Countdown Clock will appear on the Clear Channel digital billboard to the west of Father Duffy Square during the press conference.

The new multicultural majority date was calculated by the EthniFacts Interethnic Proximity Index (IPI), an algorithm that takes into account multiracial populations, intermarried couples, cohabitating households, and residence location among other factors to provide a truer indicator of multicultural influence in American society and New Mainstream consumer markets. This research re-calculates the exact time of the “tipping point” as August 22 at 7:46 p.m. EDT. Previous Census projections indicated that the United States would not reach this important milestone until 2043.

“America is about to be rediscovered,” said Garcia, President of Mainstream Initiatives for Ethnifacts. “The CulturEdge Countdown Clock tipping point date is a wake up call and a confirmation and validation of demographic and social change with enormous implications for all Americans. The reimagining of America starts today, and we are all part of the journey together.” Said EthniFacts CEO Mike Lakusta. “At this important point of transformative demographic change it’s clear that census projections only tell part of the story. Factoring in these other demographic data points is a much more accurate way to measure the true breadth and depth of the nation’s economic, cultural and social shift.”

Also chronicling these dramatic shifts in the American cultural landscape is *America by the Numbers* by Maria Hinojosa, a national documentary series that is launching this fall, produced by Futuro Media Group and presented by WGBH Boston. Featuring eight half-hour episodes, *America by the Numbers* premieres in primetime on Thursday, October 2 on WORLD Channel, the 24/7 digital multicast public media channel, and will broadcast on PBS beginning Saturday, October 4, 2014. The U.S. “tipping point” as displayed on

the CulturEdge Countdown Clock that will be featured on americareimagined.com, which will be accessible through Latino USA's website. Garcia is featured on the pilot episode of *America by the Numbers*.

"The racial, cultural and social landscape of America is rapidly changing and we need to address this palpable shift as a nation together," says Hinojosa, President of the Futuro Media Group. "The rising influence and empowerment of Latinos and other multicultural groups, along with other demographic shifts, is evident everywhere. There are and will be inherent challenges and opportunities that these majority groups face and it is crucial to bring the discussion to the forefront of our national dialogue."

The America Reimagined website features maps of all U.S. States comparing the IPI Index to the U.S. Census multicultural percentages, and eye-opening EthniFacts Insight reports on the demographic imperative for multicultural civic and social engagement, the unexamined diversity of the white population, evolving ethnic identities, and other cultural and consumer-oriented research.

ABOUT ETHNIFACTS

ETHNIFACTS is a knowledge and insights consultancy with a comprehensive perspective on evolving consumer culture and civic and social engagement in a new multicultural America. By combining next-generation quantitative and qualitative statistical methods with ground-breaking culturally-acute concepts, EthniFacts delivers best-practice custom research and market insights while developing new areas of behavior forecasting and synthetic data modeling. For more information about America Reimagined and the CulturEdge Countdown Clock contact Mike Lakusta, 972-567-1981, mlakusta@ethnifacts.com/ www.americareimagined.com or www.ethnifacts.com.

About FUTURO MEDIA GROUP

The Futuro Media Group is an independent nonprofit organization producing multimedia journalism that explores and gives a critical voice to the diversity of the American experience. Based in Harlem and founded in 2010 by award-winning journalist Maria Hinojosa, Futuro Media is committed to telling stories often overlooked by mainstream media.