



FOR IMMEDIATE RELEASE

NEW MINORITY-MAJORITY TIPPING POINT FOR THE U.S.

Data Revealed on [America Reimagined.com](http://AmericaReimagined.com), a new website that features the EthniFacts' CulturEdgeSM Countdown Clock

Award Winning Journalist Maria Hinojosa and EthniFacts' Guy Garcia discuss the demographic and social implications of the CulturEdge Clock and the evolution of the American Dream on NPR's Latino USA in "Heartland" episode to air on June 6th

New York (June 3, 2014) – The United States is set to become a minority-majority nation on August 22nd, 2014, at 7:56pm EDT, according to the CulturEdge Countdown Clock that will be featured on [America Reimagined](http://AmericaReimagined.com), a new website, on NPR's Latino USA. This is a new multicultural-majority tipping point for the U.S., as the previous projection, based on the 2010 U.S. Census, had it at 2043. The new date was calculated by using the Interethnic Proximity Index that takes into account inter-marriage, shared households, and residence location.

Latino USA's "Heartland" report will feature an in-depth conversation about the social and cultural implications of this new tipping point between Latino USA Host Maria Hinojosa and Guy Garcia, President of New Mainstream Initiatives for EthniFacts. On the program, which will air on NPR stations on June 6th, Hinojosa and Garcia explore the issues facing an increasingly multicultural society and how immigrants and others are invigorating and reimagining the American Dream.

"The racial, cultural and social landscape of America is rapidly changing and we need to address this palpable shift as a nation together," says Maria Hinojosa, President of Futuro Media Group. "The rising influence and empowerment of Latinos and other multicultural groups 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."

As an award-winning news anchor and reporter for PBS and NPR, Maria Hinojosa covers America's untold stories and highlights today's critical issues. As the anchor and executive producer of long-running weekly NPR show Latino USA, and anchor for PBS' NEED TO KNOW series and the talk show Maria Hinojosa: One-on-One from WGBH/La Plaza, she has informed millions about the changing cultural and political landscape in America and abroad. In her over 25 years as a journalist, she also worked for CNN, and was a senior correspondent at NOW on PBS.

In addition to the U.S. CulturEdge Countdown clock, the America Reimagined site also features clocks showing the next state, South Carolina, and next metro area, Seattle/Tacoma, to cross

multicultural tipping points, August 1st and July 19th, respectively. The new website is being launched by EthniFacts, a next generation consumer research consultancy and insights provider.

###

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.

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 groundbreaking culturally-acute concepts, EthniFacts delivers best-practice custom research and market insights while developing new areas of behavior forecasting and synthetic data modeling.

Media Contacts:

Shin-Jung Hong, ShinJung@nicholaslence.com / 212.938.0005

Alexandra Ruffing, Alexandra@nicholaslence.com / 212.205.6635