For Immediate Release

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

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. Census projections have long shown that people of color will soon be our nation’s majority. And yet there’s been no visualization of what this future will actually look like – until now.

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. The Daily Beast’s Andrew Sullivan also joined in, describing the video as “The Browning of America.” And Salon’s Joan Walsh tweeted that this “map of U.S. demographic change should be widely shared.”

“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