

Today, at 1:30p.m. (EDT), USCIS Director Alejandro Mayorkas is launching the [Citizenship Public Education and Awareness Initiative](#). You can watch live at: <http://www.uscis.gov/stream/CISLiveStreamingW.html>

This effort represents USCIS' growing commitment to engage the public with proactive messages about the benefits of citizenship, and the role that shared citizenship rights and responsibilities play to unify all Americans.

The initiative will run during the summer across the country on more than 250 radio stations, 400 websites, and through national and local print advertisements, in this first phase of a planned multi-year effort. Messages will run in Spanish, English, Chinese and Vietnamese – languages spoken in the top 10 countries of origin for permanent residents. Nearly 8 million permanent residents are currently eligible to apply for citizenship and most reside in California, New York, Texas and Florida.

The initiative will promote awareness of the rights, responsibilities, and importance of United States citizenship, and the free resources available to permanent residents and immigrant-serving organizations. Immigrants will be invited to learn more about citizenship and directed to the USCIS [Citizenship Resource Center](#), a one-stop web portal offering free educational tools to support immigrants and immigrant-serving organizations at [www.uscis.gov/citizenship](http://www.uscis.gov/citizenship).

Our role at USCIS is to serve as the official source for information and resources on citizenship and naturalization. We offer information so that individuals can make informed decisions, and for those choosing citizenship, we provide materials and initiatives to support them through the naturalization process.

All of the initiative materials – including the video public service announcement – are available for download on our [website](#) and we encourage you and your organization to use them in your own efforts to reach permanent residents with citizenship information.

Please visit [www.uscis.gov/citizenshipawareness](http://www.uscis.gov/citizenshipawareness) for more information on the initiative, view and download the materials, and learn how you can share in this effort.

Kind regards,

Office of Public Engagement  
U.S. Citizenship and Immigration Services  
[www.uscis.gov/outreach](http://www.uscis.gov/outreach)



# News Release

May 25, 2011

## **USCIS Launches Citizenship Public Education and Awareness Initiative** *National Effort will Highlight Citizenship Rights and Responsibilities*

**WASHINGTON**—U.S. Citizenship and Immigration Services (USCIS) Director Alejandro Mayorkas announced today the launch of a federal initiative to raise awareness about the rights, responsibilities and importance of U.S. citizenship. The [Citizenship Public Education and Awareness Initiative](#) will provide new opportunities for immigrants to learn about USCIS’s free citizenship education resources available to eligible lawful permanent residents (LPRs) and immigrant-serving organizations.

“Citizenship is the common thread that connects us all as Americans. This initiative emphasizes the importance of citizenship—not only to immigrants and their families but also to our nation as a whole,” said Director Mayorkas. “This effort marks a new milestone in USCIS’s outreach to lawful permanent residents.”

Approximately 7.9 million of the estimated 12.5 million LPRs living in the United States are eligible to apply for naturalization, according to the most recent [Department of Homeland Security analysis](#).

USCIS will employ digital media, a video public service announcement, and print and radio messages in a variety of languages. The initiative will direct individuals to citizenship preparation materials and other training and educational resources available on the USCIS Citizenship Resource Center at [www.uscis.gov/citizenship](http://www.uscis.gov/citizenship). Messages will run May 30-Sept. 5, 2011, in the first phase of a planned multiyear effort.

Since the early 1900s, the federal government has promoted an awareness of citizenship and prepared immigrants for successful citizenship. This current initiative builds upon those historic efforts and supports the mission of the USCIS Office of Citizenship, which was created by the Homeland Security Act of 2002 to promote instruction and training on citizenship rights and responsibilities. Since July 2009, USCIS has reached more than 32,000 LPRs and potential citizenship applicants at approximately 560 [naturalization information sessions](#) through partnerships between USCIS field offices, local community groups and immigrant-serving organizations.

To view the video public service announcement, visit the USCIS YouTube channel at [www.youtube.com/uscis](http://www.youtube.com/uscis). To learn more about the Citizenship Public Education and Awareness Initiative and how organizations can support it, visit [www.uscis.gov/citizenshipawareness](http://www.uscis.gov/citizenshipawareness).

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