



USAFacts and Countable Bring Actionable Data Journalism to Readers

New partnership features USAFacts' non-partisan data, made actionable by Countable content and dedicated Action Center

Bellevue, Washington – May 01, 2018 – USAFacts – the non-partisan, not-for-profit civic initiative aimed at making government data accessible and understandable – today announced its new partnership with Countable, the leading civic technology platform powering a new wave of political engagement and participation. This partnership advances the shared commitment to facilitating policy debates based in a comprehensive and unbiased set of facts by applying Countable's suite of digital engagement tools to USAFacts' resources and reports.

"At USAFacts, we believe facts matter, and numbers are often the best way to get at the facts behind our government," said Steve Ballmer, founder of USAFacts. "We hope that our new partnership with Countable will help more citizens act on what is important to them in this country and what's not, armed with good numbers and information. Our democracy needs us all to be both engaged and informed - that's what this partnership is all about."

USAFacts' products are grounded in the belief that understanding the numbers is the cornerstone to a healthy and productive democracy. These resources are now made actionable with Countable's suite of digital tools, including direct lawmaker messaging and video testimonials. Furthermore, with the launch of the [USAFacts Action Center](#), this content will reach broad audiences to inform a savvy and active readership, closing the feedback loop between informed citizens and their lawmakers.

"At Countable, our goal is to give everyone a voice through lowering barriers to civic entry. Doing so requires giving readers a baseline of facts and context that's easily consumable and actionable," said Bart Myers, Countable Founder and CEO. "With this content partnership and the USAFacts Action Center, we're building on our shared commitment to informing an active citizenship armed with the information and tools they need to take action."

"Our team is committed to publishing reliable, unbiased, and accessible content that empowers readers to actively participate in their democracy," added Andrea Seabrook, Countable Managing Editor. "It's as if we've found our kindred spirits in USAFacts, and together we can deepen our



investment in fact-driven, action-oriented journalism that will help inform readers with powerful content."

About USAFacts

USAFacts is a new data-driven portrait of the American population, government's finances, and government's impact on society. A non-partisan, not-for-profit civic initiative with no political agenda or commercial motive, USAFacts publishes an annual report for government, a 10-K for government modeled after the form publicly traded companies must file each year, topical reports, and more. USAFacts is committed to maintaining and expanding its platform in the future as a free and reliable public service for all Americans.

About Countable

Countable is a civic technology company powering a new wave of political engagement, and providing a reliable source for legislation and news. With the core mission of lowering barriers to political entry and increasing civic participation, Countable publishes unbiased information that's made actionable by its suite of digital engagement products.

Together with its enterprise arm, Countable Action, Countable partners with leading brands, media organizations, political campaigns, influencers, and organizations to take their civic engagement to the next level. This is accomplished with its digital lawmaker messaging, civic video messaging, and customizable Action Center products, all of which facilitate sustained civic engagement. Learn more about Countable at www.countable.us, or Countable Action by visiting CountableAction.com.

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