



## **1940 US Census: MyHeritage publishes two million images and unveils the first indexed records for free searches**

*World's largest family network steps up to meet massive demand amidst 1940 U.S. Census frenzy*

PROVO, Utah & LONDON & TEL AVIV, Israel – April 3, 2012: [MyHeritage](#), the most popular family network on the web, today announced the availability of the first indexed records from the 1940 US Census, searchable for free by names, facts and other criteria, on [www.myheritage.com/1940census](http://www.myheritage.com/1940census). In addition, MyHeritage has published two million images of the 1940 U.S. Federal Census out of the total 3.8 million, with complete availability of all images expected in less than 24 hours.

The highly anticipated searchable indexed records and images are amongst the very first to appear on the internet as millions of people rush to satisfy their curiosity and access one of the most significant and meaningful sets of historical records ever to be released. The first indexed records come from Bristol County in Rhode Island, with a deluge of additional records to be added by MyHeritage each day. The images currently available on [www.myheritage.com/1940census](http://www.myheritage.com/1940census) cover all of New York, California, Texas, Pennsylvania, Illinois, Massachusetts, Maine, Michigan, New Jersey, Virginia, Rhode Island, Missouri, Wyoming and Nevada. Images for additional states are added every hour.

“With a tidal wave of demand from the general public, MyHeritage is excited to be the first to provide a preliminary searchable index and more than half of the 1940 Census images, all for free. Now anyone can learn more about their loved ones, celebrities, and life in general in the USA in 1940.” said Chief Content Officer of MyHeritage, Russ Wilding. “We’ve been working hard for months and have built a huge new data center all in anticipation of enabling the masses to explore the 1940 U.S. Census on a rock-solid site. The overwhelming interest in the census is a great sign of the growing popularity of family history among mainstream audiences and we’re proud to be a part of this moment in history.”

As the largest and most recent U.S. census to be made publicly available, the 1940 Census opens a window into the lives of the generation that survived the Great Depression and lived through the Second World War, described as the Greatest Generation. Users will be able to use the 1940 Census to learn more about their parents, grandparents, great-grandparents and other close relatives.



Following the release of the 1940 U.S. Census past midnight on April 2, 2012 by the National Archives and Records Administration, the 1940 Census was in the top spot for the most popular Google searches in the USA for the entire day.

MyHeritage is the only provider to make the 1940 U.S. census searchable in 38 languages, enabling family history lovers all over the world to discover more about the lives of their American relatives during this transformative period in history. The census images are also currently available on the additional historical content sites owned by MyHeritage on [www.worldvitalrecords.com/1940census](http://www.worldvitalrecords.com/1940census) and [www.familylink.com/1940census](http://www.familylink.com/1940census) - with initial searchable indexes expected to be live soon on these websites, and to grow throughout 2012.

With the industry's fastest and most powerful family history search engine and a sophisticated system of automatically matching records to family trees on the site, MyHeritage aims to provide an easy, hassle-free and enjoyable way of discovering more about a family's American legacy through the 1940 U.S. Census.

Building on its innovative lead in the family history industry, MyHeritage will also enable a search of the 1940 U.S. Census on-the-go with a new version of the MyHeritage Mobile App for iPhone, iPad and Android, to be launched this week.

With more than 62 million registered users, billions of historical records, 22 million family trees and close to 1 billion profiles, MyHeritage has become the trusted home on the web for families wishing to explore their family history, share memories and stay connected.

## **About MyHeritage**

MyHeritage is the most popular family network on the web. On MyHeritage, millions of families around the world enjoy having a private and free place to explore their history and share special family memories. Pioneers in making family history a collaborative experience for all the family, MyHeritage empowers its users with a unique mix of innovative social tools and a massive library of historical content. The site is available in 38 languages. The company is backed by Accel Partners and Index Ventures, the investors of Facebook and Skype. For more information visit [www.myheritage.com](http://www.myheritage.com). The 1940 U.S. Federal Census is available on [www.myheritage.com/1940census](http://www.myheritage.com/1940census).

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