

MEDIA ADVISORY

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**DATE: January 13, 2010
FOR IMMEDIATE RELEASE**

TWO KICK-OFF EVENTS FOR LOCAL 2010 CENSUS COUNT PLANNED IN SANTA BARBARA & SANTA MARIA

www.countyofsb.org/2010census

WHO: Federal Census representatives, community leaders and elected officials will be at two important “kick-off” events in Santa Barbara County to talk to the public and the news media about the important reasons why everybody needs to participate in the upcoming 2010 U.S. Census.

WHAT: The special kick-off events will provide up-to-date 2010 Census information to the general public, the news media and members of community-based organizations to “start the conversation” about the 2010 Census in our community.

WHEN & WHERE: The Kick-Off events include:

- The South Coast 2010 Census Kick-off event, **Thursday, January 21, 6:30-8:30 p.m.** at the **City of Santa Barbara Library-Faulkner Gallery**, 40 E. Anapamu St, Santa Barbara, CA
AND
- U.S. Census Bureau Open House **Wednesday, January 27 beginning at 1:00 p.m.** at the **Santa Maria Local Census Office**, 124 West Carmen Lane, Suites B&C, Santa Maria, CA.

WHY: The U.S. Census relies on community partners to reach local residents, especially “Hard-to-Count” populations, with the goal of achieving full participation and a complete Census count. An accurate count of all County residents is vital to ensuring that communities and local nonprofits receive their full share of federal and state funding. The local news media plays a vital role in help local government officials explain the importance of why the public’s participation is crucial to obtain the federal and state monies to help serve the public on the local level as this funding provides revenue for services such as schools, roads, hospitals, and public safety.

Editor’s Note / Good Visuals / Interview & Photo Ops: Speakers include elected officials, local government agency representatives, Census Bureau officials & community and faith-based organization leaders. Printed Census outreach materials will be distributed. **MEDIA KITS WITH OFFICIAL LOGOS, FACT SHEETS AND OTHER MATERIALS WILL BE AVAILABLE TO THE PRESS AT THE EVENTS.**

Get Your Census On! 10 Questions, 10 Minutes Is All We Ask: This Census form is one of the shortest questionnaires in history and takes only about 10 minutes to complete. All responses are used for statistical purposes only, and all are kept *strictly confidential*.

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