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**PRESS RELEASE**

DATE: March 29, 2010  
**FOR IMMEDIATE RELEASE**

**Census Van To Make Exclusive Stop in Isla Vista April 9;  
 Event Only Appearance for “Portrait of America Road Tour” in County**

The Isla Vista community has been picked by U.S. Census Officials as the location for the one and only appearance anywhere in Santa Barbara County for the 2010 Census “Portrait of America Road Tour.”

The “Portrait of America Road Tour” van is scheduled to be set up in Isla Vista from **3:00 p.m. to 6:00 p.m., Friday, April 9,** on Pardall Road at Embarcadero Del Mar.

U.S. Congresswoman Lois Capps; Santa Barbara County Third District Supervisor Doreen Farr; UCSB Vice Chancellor of Student Affairs Michael D. Young, and Father John-Stephen Hedges, St. Athanasius Church, are scheduled to help celebrate the road tour’s appearance with a special on-site ceremony that begins at 4:00 p.m.

The 2010 Census Portrait of America Road Tour is part of the largest civic outreach and awareness campaign in U.S. history for the U.S. Census, stopping and exhibiting at more than 800 events nationwide. From local parades and festivals to major sporting events, the Road Tour is helping to motivate America’s growing and increasingly diverse population to complete and mail back the 10-question Census forms that were mailed out March 15-17, 2010.

Using 13 vehicles, 1,547 tour days and traveling more than 150,000 miles, the road tour is providing the public with an educational, engaging and interactive experience that brings the 2010 Census to life. Attendees have the opportunity to learn about the Census and understand the benefits a complete count can bring to communities, and learn how the collected information is used. Visitors also can contribute stories and photos to the Portrait of America project to explain why “I Count!” and view messages from other road tour participants. At the Isla Vista stop, there will also be free Census goodies, prizes, and surprises!

The public can follow the 2010 Portrait of America Road Tour on Facebook, Myspace, Twitter, YouTube and Flickr. Vehicles can be followed throughout the country on the interactive map on the Census website at [www.2010census.gov/roadtour](http://www.2010census.gov/roadtour).

An accurate count of all County residents is vital to ensuring that our communities receive their full share of \$400 billion a year in federal funding. This funding provides revenue for services such as schools, roads, hospitals, and public safety. For more information, contact Susan Curtis, Office of Long Range Planning, Planning and Development Department, (805) 568-3573 or by email at [scurtis@co.santa-barbara.ca.us](mailto:scurtis@co.santa-barbara.ca.us) or visit [www.countyofsb.org/2010census](http://www.countyofsb.org/2010census).

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SANTA BARBARA COUNTY COMPLETE COUNT COMMITTEES

