

PRESS RELEASE

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FOR IMMEDIATE RELEASE

HELP US COMPLETE THE COUNT IN SANTA BARBARA COUNTY! 2010 CENSUS KICK-OFF EVENTS IN SANTA BARBARA & SANTA MARIA

The events will provide up-to-date 2010 Census information to the general public and members of community-based organizations to “start a conversation” about the 2010 Census in our community.

Two important “kick off” events will be held later this month—one in Santa Barbara and one in Santa Maria—to help provide information to the public about the importance for everyone to participate in the 2010 U.S. Census. The events include:

- A special South Coast 2010 Census Kick-off event, Thursday, January 21, from 6:30 p.m. to 8:30 p.m. at the City of Santa Barbara Library-Faulkner Gallery, 40 E. Anapamu St, Santa Barbara, CA; and
- A 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.

The events will feature speakers including elected officials, local government agency representatives, and community and faith-based organization leaders. Printed Census outreach materials will be distributed to interested parties and representatives from the Census Bureau will be on hand to answer questions.

Who should attend?

Anyone interested in learning more about the 2010 Census, or helping to encourage community members to participate in this once a decade opportunity. Examples include: residents who have questions about 2010 Census forms, privacy issues, or how Census information is utilized in our region; interested stakeholders, schools, community and faith-based organizations who would like to learn more about sharing Census information; and members of the media who want to learn more about the importance of the 2010 Census.

Why is a complete Census count important to our community?

The 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. This funding provides revenue for services such as schools, roads, hospitals, and public safety.

The 2010 Census Form – 10 Questions, 10 Minutes to Complete

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 *strictly confidential*.

Help us Complete the Count in Santa Barbara County!

For more information, contact Susan Curtis with the County of Santa Barbara Office of Long Range Planning at (805) 568-3573 (scurtis@co.santa-barbara.ca.us) or visit www.countyofsb.org/2010census.

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