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**PRESS RELEASE**

DATE: March 8, 2010  
**FOR IMMEDIATE RELEASE**

**County of Santa Barbara Has Produced and Distributed 2010 Census Public Service Announcements to Help Complete the Census Count!**

**PSAs to help increase public's awareness on importance of completing the 2010 Census**

It's Census time! The County of Santa Barbara has produced and distributed a new community-oriented television and radio public service announcement (PSA) series to help spread the word on the importance of everybody participating in the U.S. Census for 2010. The English and Spanish language PSAs feature volunteer participants representing local government, community and faith-based organizations, residents, college students and children. The PSA series encourages residents to fill out their census forms and provides contact information to learn more about 2010 Census.

The television and radio PSAs have been distributed to local media outlets to air throughout the months of March and April. These PSAs can also be viewed online at the County website, [www.CountyofSB.org/2010Census](http://www.CountyofSB.org/2010Census), at YouTube, <http://www.youtube.com/CSBTV20> and on twitter at <http://twitter.com/csbtv20>.

Census forms will arrive in the mail around mid-March and April 1 is the official "Census Day" when the public is asked to return their Census forms.

Census representatives are also available to make special on-air appearances to talk about the Census and provide local audiences with even more information about the importance of the Census in Santa Barbara County.

The Census relies on community partners to reach local residents, especially the "Hard to Count" populations, with the goal of achieving full participation and a complete Census count. An accurate count of every resident in the County is vital to ensuring that both communities and local nonprofits receive their full share of federal and state funding. A complete Census count will translate into increased federal and state funding for area organizations, as well as increased funding for public and social services.

For more information on the 2010 Census in Santa Barbara County go to [www.countyofsb.org/2010census](http://www.countyofsb.org/2010census). Or call Susan Curtis, Senior Planner with the County of Santa Barbara Office of Long Range Planning, Planning and Development Department, at (805) 568-3573 or by e-mail [scurtis@co.santa-barbara.ca.us](mailto:scurtis@co.santa-barbara.ca.us).

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SANTA BARBARA COUNTY COMPLETE COUNT COMMITTEES

