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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

COMPLETE COUNT COMMITTEE'S CENSUS DAY ACTIVITIES SET *Media and community events will lead up to celebration at Pike Plaza*

INDIANAPOLIS – It's not Election Day, but it is equally important to the people of Indianapolis.

The Indianapolis Complete Count Committee's campaign for an accurate 2010 U.S. Census count for Indianapolis reaches a major milestone on Census Day, April 1, as forms come due and the committee celebrates with events throughout the community, throughout the day.

"We've seen great participation from Indianapolis so far, exactly what I'd expect from people who understand how important the census data will be – in terms of creating jobs, continuing to grow our vibrant tourism industry and attracting not only government funding that will make our city better, but also attracting the kind of positive recognition from the country that will help make Indianapolis America's most livable big city," said Mayor Gregory Ballard, who spearheaded the campaign. "We're going to celebrate Census Day, to thank those who've participated and encourage those who haven't to get in the game. The Final Four and our hometown Butler Bulldogs remind us of what kind of city we have and what kind of hard work and determination it takes to be the best, and we're Indianapolis – we want to be the best at every level."

The census has been promoted with great bipartisan support.

"From creating jobs right here in Indianapolis to expanding and growing our economy to funding vital social services like health care and education, the Census plays an absolutely critical role. The events on Thursday will acknowledge what's been done so far – including a response rate on track to outpace the 2000 rate – and remind us of what remains to be done to get this very important count right," said Congressman Andre Carson, who's lent his support to the effort.

A bipartisan delegation of state legislators delivered a joint resolution in the Indiana General Assembly promoting the 2010 U.S. Census. Census Day is the official due date for forms, as the people of America are asked to send their completed census questionnaires back by that day.

"This is like an election for candidates who stay in office for a decade," said Amos Brown, Complete Count Committee co-chair and host of Afternoons with Amos on WTLC. "The numbers we produce today and in the coming weeks as forms continue to trickle in will serve as a foundation for funding and business decisions for the next 10 years. We're out here to celebrate with the folks who've upheld their civic duty to return the forms and remind those who haven't that it's still awfully important to get those forms in."

As of Wednesday afternoon, 51 percent of Indianapolis residents had returned their census forms, placing the city among the best of America's 25 largest metropolises.

"We have seen great participation so far and hope for even more as forms mailed today and in the coming days arrive and are tallied," said committee co-chair and Indiana Health Care Association President Steve Smith. "We're thrilled to celebrate this decennial event with the community, to embrace the incredible civic

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responsibility and pride of the Circle City with several community events, and to thank everyone who's been counted so far. But it's important to remember that we're not done yet, and our city's future depends on a complete and accurate count."

For the culminating event outside the Carniceria Guanajuato at Pike Plaza and Lafayette Rd., media partner Radio Latino (WEDJ) has scheduled an on-air DJ, "El Tapatio" to conduct a live remote and perform live announcements during commercial breaks during the two-hour celebration. There will also be a food promotion generously provided by Guanajuato for a \$2.50 discount for the three taco dinner, which will be available from 4 p.m. to 8 p.m. A limited number of giveaway bags will also be handed out.

The information in census forms is completely and entirely confidential. To find out more about the Indianapolis Census effort and how the data is used, visit www.indycensus2010.com, where you can also see the city's mail-back rate updated each day in a newly-added widget.

For more information about Census jobs, visit <http://www.census.gov/hrd/www/index.html>.

EDITORS/PRODUCERS NOTE: Committee co-chairs Brown and Smith will be available for morning television interviews on Thursday before heading out to events in the community. At the events, they'll be available for on-camera interviews upon request as well as print and radio interviews.

WHAT: INDIANAPOLIS COUNTS 2010 CENSUS DAY ACTIVITIES

**WHO: MAYOR GREGORY BALLARD
CONGRESSMAN ANDRE CARSON
STATE REPRESENTATIVE CHERRISH PRYOR
CITY-COUNTY COUNCILOR ANGEL RIVERA
COMPLETE COUNT COMMITTEE CENSUS 2010 CO-CHAIRS
AMOS BROWN AND STEVE SMITH
CENSUS BUREAU REPRESENTATIVES**

EVENTS:

**6 A.M. – 9 A.M. MORNING TELEVISION AND RADIO INTERVIEWS
10 A.M. BROWN TO PARTICIPATE IN STATE CENSUS EVENT AT WAR
MEMORIAL, DOWNTOWN
11 A.M. CONGRESSMAN CARSON, JOINED BY BROWN AND SMITH, TO HOST
EVENT FOCUSING ON LATINO COMMUNITY PARTICIPATION;
HAWTHORNE COMMUNITY CENTER, 70 N. MOUNT ST., INDIANAPOLIS
1 P.M. TO 3 P.M. AFTERNOONS WITH AMOS BROADCAST IN STUDIO, CONGRESSMAN
CARSON TO CALL IN
4 P.M. TO 6 P.M. CONGRESSMAN CARSON, REPRESENTATIVE PRYOR, COUNCILOR
RIVERA, BROWN, SMITH AND CENSUS BUREAU REPRESENTATIVES
PARTICIPATE IN COMMUNITY CELEBRATION AT CARNICERIA
GUANAJUATO, 5210 PIKE PLAZA RD., INDIANAPOLIS**

**WHY: THE CENSUS IS CONDUCTED EVERY 10 YEARS, AND PARTICIPATION IN THE
2010 EFFORT IS TREMENDOUSLY IMPORTANT IN ORDER FOR THE CITY TO
INCREASE THE AVAILABILITY OF FUNDING AND TO IMPROVE
EDUCATIONAL AND OTHER PUBLIC SERVICES AS WELL AS DETERMINING
GOVERNMENT REPRESENTATION AND SERVING AS A FOUNDATION FOR
BUSINESS AND NON-PROFIT DEVELOPMENT DECISIONS. THE COMPLETE
COUNT COMMITTEE, FORMED BY MAYOR GREGORY BALLARD, HAS
WORKED TO EDUCATE AND ENCOURAGE PARTICIPATION TO HELP ENSURE
THE CITY'S POPULATION IS COMPLETELY AND ACCURATELY COUNTED.**