

## Glendale Host Two Kick-offs on January 4th

### U.S. Census Kicks Off Road Show Tour Before Fiesta Bowl Game

On January 4, 2010 the 2010 Census Portrait of America Road Tour will be launched nationally. The Tostitos Fiesta Bowl in Glendale Arizona will be the first stop in the Rocky Mountain region.

The Road Tour will provide the public with an engaging, interactive experience that brings the benefits of the 2010 Census to life and makes the census personal and relevant to those who attend. It will convey that everyone can use the census form as their voice – as a way to let the country know what their community needs for the next 10 years. Participants in the Road Tour will be able to record their own stories sharing why the census will make a difference to their community.

Glendale Mayor Elaine Scruggs will be joined by Regional Census Director Cathy Lacy, Fiesta Bowl Committee Chairman Allan Young and Terry Leon, a member of the Glendale community at a **2:30 event** to highlight the importance of being counted. The event will be held at the Census display at the Fiesta Bowl Party.

The Road Tour will provide attendees a window into the census, including its unique history, the process by which people are counted, why an accurate count is so critical to the community, how to participate and where to get assistance in completing the form. The Road Tour vehicle brings the benefits of participating in the 2010 Census to life through visuals and interactive representation of the 10 question census form.

“The Road Tour is going to be especially important for the isolated and hard-to-count populations in urban areas and on the Native American reservations in our region, said Denver Regional Director, Cathy Lacy. We’d like to highlight our cooperation with local Complete Count Committees during our official Tour Launch at the Fiesta Bowl in Glendale, Arizona, on January 4<sup>th</sup>

The Census Bureau selected the Fiesta Bowl as one of the keys sites to kick off the Road Show tour with the opportunity to showcase the Census 2010 message, “It’s in your hands.”

At the Road Tour Event, attendees will be able to:

- Learn about the 2010 Census and the positive impact of participation on the local community
- Contribute their voices, pictures, videos and messages to the Road Tour
- View messages from other Road Tour participants
- See a sample 2010 Census form.
- Obtain census-branded merchandise and materials
- Speak with the 2010 Census Road Tour staff and local census partners.

The Census display will be open from noon to 5:00 p.m. on January 4<sup>th</sup> at the Glendale Youth Sports complex 6222 N. 91<sup>st</sup> Ave, Glendale Az.

*(Media note: The Census display will be southwest of the main entrance just west of the Boise State location. The 2:30 event will have a mult box and should last about 15 to 20 minutes. )*

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