



April 1 Everyone Counts!

United States
**Census
2010**

Why are Greater Irving-Las Colinas businesses important partners in the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including businesses, state and local governments, community and faith-based organizations, schools and media. Partnerships provide the Census Bureau with a greater chance of reaching every U.S. resident. Businesses can help communicate the importance of completing the census to customers in newsletters, building lobbies and online. Businesses also can sponsor census events and develop targeted materials for census promotion.

Why should everyone participate in the 2010 Census?

The Census:

- Shapes the future of the community and defines a voice in Congress
- Helps businesses make informed operational and marketing decisions
- Assists community leaders in determining locations for new schools, roads, hospitals, child care centers, etc.
- Helps direct federal and state funding for the community
- Benefits businesses by making it easier to attract employees and sell products and services
- Determines how many seats each state will have in the U.S. House of Representatives and is used to define the boundaries of the legislative districts

In March 2010, every Irving household will receive a survey from the U. S. Census Bureau. Completing and returning a survey, guarantees that Irving will receive proper political representation and its share of federal funding, and ensures that local leaders have accurate information about the community. Individual answers are confidential.

For more information about the 2010 Census, visit www.2010census.gov.

**2010 Census:
Safe
Easy
Important**

