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FOR IMMEDIATE RELEASE:

MAYOR KASIM REED AND THE CITY OF ATLANTA KICK OFF THE ATLANTA COUNTS 2010 CENSUS AWARENESS CAMPAIGN

(ATLANTA) March 1, 2010 –Mayor Kasim Reed and the City of Atlanta today launched the *Atlanta Counts* 2010 Census awareness campaign. Reed, who was joined by Atlanta City Council members, Fulton County Commissioners, several Georgia state legislators, and community and faith-based leaders, pledged to work tirelessly to ensure an accurate 2010 Census count.

“The *Atlanta Counts* campaign will be a partnership among government, business leaders, faith-based groups and grassroots organizations who, through their results-oriented work in our communities, have earned the trust of some of our City’s most vulnerable residents. An accurate Census count helps ensure that Atlanta receives its fair share of more than \$400 billion in federal funds to provide our residents and business-owners with the quality of life they expect and deserve,” said Mayor Reed.

During his remarks, the Mayor outlined key aspects of the eight-week awareness campaign, which will include public service announcements, e-mails, and social media outreach and the launch of a new website, www.atlcensus2010.org, which will serve as a portal to Atlanta residents for news, updates and events concerning the Census. Linked to the site is a fully integrated Twitter, YouTube and Facebook presence.

Mayor Reed also will be personally visiting with business, civic, faith and community leaders throughout the City to ensure that Atlanta has the most accurate count for the 2010 Census. He said that a key challenge will be reaching historically undercounted communities and explaining to some residents that their answers to the Census Bureau cannot be shared.

“We’ll be going from neighborhood to neighborhood to explain that all Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the information they collect, or face fines up to \$250,000, imprisonment, or both,” said Mayor Reed.

Mayor Reed will begin his series of community meetings on Tuesday, March 2nd with a visit to the District 11 Town Hall meeting hosted by City Councilwoman Keisha Lance Bottoms in southwest Atlanta. From there, he will head to a meeting of Neighborhood Planning Unit B in Buckhead. A complete listing of meetings is available at www.atlcensus2010.org.

The U.S. Census will mail out forms to Atlanta residents during the week of March 15 and Census Day will occur on April 1. From May 1 to July 1, Census workers will follow-up directly with non-responders.

At the event, Mayor Reed was joined by **Ruthie Arnette**, US Census Bureau; **Nancy Boxill**, Fulton County Commissioner; **Vince Smith**, Gateway Center; **State Rep. Pedro Marin**, (D-96); **Helen Butler**, Count Me Black Campaign – The Peoples’ Agenda; **Deborah McClary-Moran**, Atlanta Urban League; **Maria Duarte**, Georgia Association of Latino Elected Officials (GALEO); **Helen Kim**, Chair Asian Complete Count Committee – Center for Pan-Asian Community Services, Inc.; **Rev. Winton Cobb**, Cobb Christian Ministries; **Rev. Eric Thomas**, St. Peter Missionary Baptist Church; **Rev. Jim Ellison**, Atlanta 1st United Methodist Church; **Kim Dang**, Chair Vietnamese Complete Count Committee; **Khaatim S. El**, Atlanta Public Schools, and Atlanta City Council Members **C.T. Martin**, **Keisha Lance Bottoms**, **Natalyn Archibong** and **Alex Wan**, among many others.

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