



**For Immediate Release:** 02.26.10

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### **Oak Park rally to launch local 2010 Census efforts**

A rally featuring the U.S. Census Bureau's interactive traveling road show will kick off Oak Park's efforts to maximize citizen participation when actual counting begins on April 1. The rally is scheduled for 5:30 – 7:30 p.m., Tues., March 9, at [Village Hall](#), 123 Madison St.

The Oak Park rally is one stop in the [National Census Road Tour](#) that includes 13 vehicles traveling across the country from January to April, distributing information and using images and stories to explain why the census will make a difference to individual communities.

The Oak Park Road Tour stop will include live streaming video via the Census web site featuring interviews with local residents. Video and photographs taken in Oak Park will be available online the following week and will be included in the Census Bureau's national video campaign for the next count, scheduled for 2020.

Oak Park Village Clerk Teresa Powell, who is leading Oak Park's census effort, said she hopes the local rally will attract attention and raise awareness about just how important it is for Oak Parkers to complete and return their census forms.

"As a long-time Oak Park resident, I am confident that most residents will participate," she said. "But with so much at stake, I certainly don't want to leave it to chance. The census can have a tremendous impact on the future of a community, since the data is used to determine distribution of hundreds of billions of dollars in federal aid, as well as representation in both the state and federal governments."

In addition to the U.S. Census vehicle, Powell said she and representatives of the wide range of community organizations involved in the local get-out-the-count effort are working to make the Oak Park rally a street festival, with a quiz show hosted by the costumed *Census Count Crusader*, prizes and speakers.

The rally also will air a video produced by VOP-TV that features local artists with unique census messages. Artwork from the video will be on display inside Village Hall.

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Oak Park Census Rally  
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Forms for the 2010 Census are expected to begin arriving in mailboxes in mid-March for the April 1 official population count day. Residents who do not return the questionnaire by the end of April can expect a visit from a census taker in May through July, as efforts focus on making sure the constitutionally mandated count is as accurate as possible.

The 2010 Census questionnaire asks for name, gender, age, race, ethnicity, relationship and whether you own or rent your home. The 10 questions are intended to gather information about how we live as a nation, our diversity, education, housing and jobs. All information provided to the Census Bureau is used for statistical purposes only, and is strictly confidential.

In addition to local allocations of federal funding, accurate census data also helps determine congressional representation and guides local decision-makers on where to build new roads, hospitals, housing, schools, places of worship and more.

For more information on the Census 2010 rally in Oak Park, call 708.358.5670 or e-mail [clerk@oak-park.us](mailto:clerk@oak-park.us).

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