

The 2010 Census Is Coming!  
Make sure you and your  
students are counted!



## Dear Principal:

Census Day is April 1, 2010! Is your community ready?

Recently you may recall receiving the **2010 Census: It's About Us** program. This K-8 standards-specific program, developed in partnership with the U.S. Census Bureau, features maps, classroom lessons, worksheets, and additional support materials. This exciting educational program is also available **free** at **[www.census.gov/schools](http://www.census.gov/schools)**.

To further encourage your staff, students, and school community to participate in the 2010 Census, we have created the enclosed resources for your use. These materials include:

- **Ten family packets containing reproducible flyers and 30 copies of family handouts to send home with students. There are enough for 300 students.**
- **Ten Census in Schools Week brochures featuring activities and ideas for promoting a weeklong celebration of the census in your school.**

These two resources were created to help prepare everyone in your community for the arrival of the census questionnaire in March 2010. Please distribute the family packets to your teachers to send home with students. Together with your teachers, use the brochures to plan census events in classrooms and throughout the school.

In addition, you will find a Press Release template on the back of this letter. Complete the Press Release and send it to your local media outlets (print, radio, television, etc.) to make your whole community aware of the importance of the 2010 Census. Building understanding of the 2010 Census will help boost participation, and 100 percent participation will benefit your community. Encourage your teachers, students, and their families to stand up and be counted!

Sincerely,

A handwritten signature in black ink that reads "Robert M. Groves".

Robert M. Groves  
Director, U.S. Census Bureau

PS: Visit **[www.census.gov/schools](http://www.census.gov/schools)** to print additional copies of the family handouts, reproducible flyers, and **Census in Schools Week** materials.

FOR IMMEDIATE RELEASE

# Census in Schools Week

at \_\_\_\_\_ School

on \_\_\_\_\_, 2010



Join our school in kicking off **Census in Schools Week**. Our students and faculty will be celebrating the coming 2010 Census with activities, games, and schoolwide events.

The people in our school are working together to ensure that every child and household member in our community is counted in the 2010 Census. Census data are used to determine the distribution of more than \$400 billion in public funds, so an accurate count of our community is important.

We invite you to join us for a variety of fun and educational events celebrating the 2010 Census.

**Census in Schools Week** provides a wonderful opportunity for students, parents, and our whole community to stand up and be counted. Read below to see when these great events are happening!

Principal: \_\_\_\_\_

School: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

**Census in Schools Week** dates: \_\_\_\_\_

Event(s): \_\_\_\_\_

We look forward to hearing from you and welcoming you to our school for **Census in Schools Week!**

Please visit [www.2010census.gov](http://www.2010census.gov) for more information about the 2010 Census.