

## March is Census Month!

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On behalf of Riverside County, it is my pleasure to invite you to learn more about a very important upcoming event: the 2010 Census. The census is a count of everyone in the United States. This includes people of all ages, races, ethnic groups, citizens and noncitizens, regardless of immigration status.

The 2010 Census is important to you, your business, your family and your community because the information you provide helps guide local decision-makers on where to build new roads, hospitals, schools, and child-care and senior centers. It also impacts planning for job-training programs, enhanced legal services and other social services. Participating in the census is one of the easiest ways to help improve the quality of life in our community.

In addition, census data are critical to help companies make strategically and fiscally sound decisions that spur and sustain economic development and growth. A stronger local economy will benefit businesses by making it easier to attract employees and sell products and services.

Census data help inform critical business decisions companies make, from marketing and capital spending to merchandising and work force decisions. Census data also can help businesses understand customers' demographic needs to better tailor products and services. For more information on the importance of the census for businesses, please visit the web page: <http://2010.census.gov/partners/toolkits/toolkits-business.php>

The 2010 Census is easy, important and safe. By law, the Census Bureau cannot share your answers with anyone, including other government agencies. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Please join us at the event below to learn more about how the 2010 Census benefits you and why you should participate. We can't move forward until you mail it back!

- March 20 Be Californian, Be Counted Day celebration at 10 a.m., Vernola Family Park, 5211 Wineville Ave, Mira Loma, 92586

Marion Ashley, Chairman  
Riverside County Board of Supervisors