



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

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Contact: Jason Barron, 513-352-5356 or 614-554-5952 (cell)

Mayor Mallory and Marc H. Morial Highlight Cincinnati Preparation for 2010 Census Innovative Cincinnati Counts Campaign Making Strides

Cincinnati – Mayor Mark Mallory and special guest Marc H. Morial, President of the National Urban League and Co-Chair of the US Census Bureau Advisory Committee were joined by a broad faith-based coalition to highlight “Census in the Houses of Faith” during October. Census in the Houses of Faith is an innovative outreach effort created in partnership between the Cincinnati Complete Count Committee and the US Census Bureau to build awareness about the importance of an accurate and complete count.

“Cincinnati is actively working to make sure that our city is prepared for the 2010 Census,” Mayor Mallory said. “The goal of our awareness campaign *Cincinnati Counts* is to make sure everyone in our community is included in our efforts to produce an accurate and complete count for the city.”

In 2008, Mayor Mallory established the Cincinnati Complete Count Committee with over 100 members to develop a comprehensive plan to ensure a complete and accurate count. Mallory named Donna Baker, President and CEO of the Cincinnati Urban League, and Charles Graves, Director of the Cincinnati Planning Department, as Co-Chairs of the effort. The Committee launched the outreach and education campaign, Cincinnati Counts, in April 2009 to accomplish the task of an accurate count.

Every American must be counted in the 2010 Census. I applaud the efforts being made by Mayor Mallory in Cincinnati to ensure an accurate count in 2010 as this census will be used to distribute vital government funds for schools, hospitals, and the very infrastructure of our cities,” said Marc H. Morial, President and CEO of the National Urban League and Co-Chair of the US Census Bureau Advisory Committee.

“There are few other initiatives that are worth more long term to the community than an accurate Census count,” said Donna Baker, President and CEO of the Cincinnati Urban League and Co-Chair of the Cincinnati Complete Count Committee.

This October, the Census in the Houses of Faith program includes nearly 100 multi-denominational faith based organizations and houses of worship. Participants are encouraged to take part in a number of activities including weekly messages to their congregation, including Census information in the bulletins, posting a copy of the Census questionnaire, including Census facts in an email blast.

"The eyes of the entire nation are upon Cincinnati as we in an unprecedented manner bring together the most populous segment of our community, the ecumenical faith based community," said Bishop Victor Couzens of Cincinnati Inspirational Baptist Church. "In partnership with our esteemed Mayor Mark Mallory's Complete Count Committee, and with a preponderance of citizens identifying with or participating in a faith organization of some type there is no better way to reach into the social, economic, educational, racial, ethnic and gender pools in our community to ensure a complete count. The vast and far reaching network that exists among houses of faith and the expectation on our local government to fund programs and services for all of its citizens makes enthusiastic collaboration a no brainer."

"This month, all of the houses of worship in our region are bringing the message of the Census to their congregations in support of the 2010 Census," said Donna N. Marsh, Media Specialist for the US Census Bureau in Cincinnati. "We encourage everyone in the community to mail back their questionnaire next year for the 2010 Census. It's safe, it's short and it's quick. But your participation and your answers will help our community get its fair share of the \$435 billion in federal funds distributed each year."

"Census in the Houses of Faith is just one of many activities we are doing in Cincinnati," Director of Planning for Cincinnati and Co-Chair of Mayor Mallory's Complete Count Committee. "Over the past five months volunteers have been present at over 60 community events. We have also utilized traditional print and television advertising to reach our hard to count populations as well as those who simply need a reminder on the importance of the Census."

BACKGROUND:

Mayor Mallory is the Chair of the US Conference of Mayors Census 2010 Taskforce and is has become a national leader on improving and modernizing the Census processes in preparation for the 2010 count. Since 2008, Mayor Mallory has been leading the efforts to prepare for the 2010 Census count of Cincinnati's population when he established a Census Complete Count Committee.

For more information about Cincinnati Counts, the local public awareness and education initiative please visit: www.cincinnati-counts.org

The Census Advisory Committees have participated in the 1980 Census and each successive census thereafter. The CAC Office manages administrative and substantive issues concerning the committee through developing conference agendas, coordinating the Bureau's responses to recommendations, and working with Census Bureau managers and Executive staff to address advisory committee concerns and issues. Having played an extensive role throughout Census 2000, the advisory committee are currently providing valuable input on Census 2000 evaluation programs, data products and data dissemination to non-traditional data users.

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