



## IT'S IN OUR HANDS

### *Become a 2010 Census Business Partner*

**In 2010, the U.S. Census Bureau will issue a call to action for every resident of our nation: "Be Counted."**

**The 2010 Census is important.** It determines the distribution of \$300 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

**As a trusted business leader, your support of the 2010 Census matters.** You can convey to your employees and customers the importance of completing and returning their census questionnaires. Partner with us and ensure your community has an active voice in its future.

#### **By supporting the 2010 Census, your business will:**

- **Help your community get needed funding.** Census data are used to allocate billions of dollars in government funding for new hospitals, roads, schools and other facilities. A stronger community allows your business to prosper, attract employees and create a better market for your products and services. An incomplete count could mean your community does not receive its fair share of funding.
- **Make informed decisions.** Census data guide business leaders in critical decision-making, from product placement to where to open new stores. Reduce your financial risk and broaden markets by ensuring everyone is counted.
- **Fulfill a valuable civic duty.** Supporting the 2010 Census can align your business with the community you serve and demonstrate your commitment to being a strong, active corporate citizen.

#### **Take action:**

- Include 2010 Census information in mailers, circulars, employee communications and online.
- Serve as a spokesperson for media interviews and speaking opportunities.
- Encourage other businesses, and your state and local affiliates, to sign on as partners.
- Volunteer staff and space for testing and training 2010 Census employees or for helping your community answer questions about their census questionnaires.
- Sponsor meetings or other events to encourage participation in the 2010 Census.

**For more information about becoming a 2010 Census partner, go to [census2010.ny.gov](http://census2010.ny.gov)**

## BUSINESS

### **FAST FACTS ABOUT THE CENSUS**

**Safe.** The Census Bureau protects information that identifies respondents or their households for 72 years.

**Easy.** The questionnaire contains only a few simple questions and takes just a few minutes to answer and return by mail.

**Everyone counts.** The census is a count of everyone living in the United States, including all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.

**Coming soon.** Census questionnaires will be mailed in March 2010.