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MEDIA NOTIFICATION

FOR IMMEDIATE RELEASE

DATE: March 10, 2010

CONTACT: Heather McCollum
Office of the Mayor
(205) 248-5001

Mayors Walter Maddox and Bobby Herndon Hold Press Conference to Encourage 2010 Census Mail Participation

Mayors Walter Maddox and Bobby Herndon will hold a joint press conference on Thursday, March 11, 2010 at 10 am in City Council Chambers on the 2nd Floor of Tuscaloosa City Hall. The purpose of the press conference will be to issue a 2010 Census participation challenge to residents of the cities of Tuscaloosa and Northport to mail back their 2010 Census forms upon receipt and to exceed the Census 2000 mail-back participation rates.

Mailing back Census forms ensures an accurate count and lowers the cost of the 2010 Census by reducing the number of census workers who must go door-to-door to collect census data. About \$85 million is saved for every one percent increase in mail participation.

For additional information, please contact, Tracy Croom at 248-5010.

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