

Updated – Urgent – Updated

MEDIA ADVISORY



Los Angeles Convention Center

For Immediate Release

March 17th, 2010

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ROCK ON: "GET OUT THE COUNT" 2010 CENSUS AWARENESS DAY

WHAT: As part of a City-wide Census awareness effort by The Office of the Mayor throughout the City of Los Angeles, the Los Angeles Convention Center will host an all day community event to promote the 2010 U.S. Census count.

WHO: U.S. Census Bureau
Students from surrounding schools
Businesses and community residents from the surrounding area
Los Angeles Consular Corps
Staples Center, Representative
L.A. LIVE, Representative
Ritz Carleton Hotel at L.A. Live, Representative
Marriott Hotel at L.A. Live, Representative
Los Angeles Convention Center Commissioners
Los Angeles Convention Center, Pouria Abbassi, P.E., General Manager & CEO
Vida Tinta, Community Youth Rock Band

WHEN: **Thursday, March 18, 2010**

11:00 a.m. – 1:00 p.m.

WHERE: The Los Angeles Convention Center
Gilbert Lindsay Plaza (Exterior of West Hall)
1201 S. Figueroa St., L.A., CA 90015

*Guests to Park in West Hall parking structure

*Talent, VIP, and Media to Park in Gilbert Lindsay Plaza (entrance on Pico Blvd., next to Concourse Hall bridge)

VISUALS: *Musical performance by *Vida Tinta* (Community Youth Rock Band)

*Students, community residents, and local businesses

*U.S. Census "Portrait of America" Road Tour

*Interactive U.S. Census activities and posters

*U.S. Census Social media postings and kiosks to share your personal census stories

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