

FOR IMMEDIATE RELEASE

January 12, 2010

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LOS ANGELES CONVENTION CENTER EMPLOYEES KICK OFF CENSUS 2010

January 12, 2010 (LOS ANGELES, CA) – Today, the Los Angeles Convention Center (LACC) officially kicked-off the beginning of its partnership with the U.S. Census Bureau as part of the citywide outreach campaign of Mayor Villaraigosa’s Office of Census 2010. This commemorative event was held at the LACC All-Employee Meeting where census representatives presented the importance of the census count and discussed the job opportunities in performing census related tasks. According to the census representatives, the downtown census office area, which includes the Los Angeles Convention Center, is one of the hardest to count in the nation. However, with 8,000 available Census jobs, every effort will be made to account for everyone.

As a symbol of LACC’s commitment to the Census 2010, all employees in attendance signed Census 2010 “Commitment to Communicate” boards, which highlighted the partnership and enthusiasm for this year’s campaign. LACC will assist in the Census’ goal to increase the response rate to the Census Count by displaying census information in all LACC communication materials, displaying information at all LACC events, and advertising census jobs internally to the LACC part time employees through the human resources department.

About Office of Census 2010

Mayor Villaraigosa established the Office of Census 2010 to develop comprehensive education and outreach programs that will educate, motivate and encourage all Angelenos to participate in the upcoming Census. For more information about the Mayor’s Census 2010 please visit www.LAccounts2010.org

About the Los Angeles Convention Center

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. An integral economic component to the Southern California area, total sales from client secondary spending tops \$1.1 billion annually, generating and sustaining over 12,000 local jobs.

For more information about the Los Angeles Convention Center, please call (213) 741-1151, ext. 5319 or visit www.lacclink.com.

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January 12, 2010 -Census 2010 Representatives with Los Angeles Convention Center Executive Team. (From left) U.S. Census Rep Juan Carlos Montenegro, Phillip Hill LACC Assistant General Manager, U.S. Census Rep Jessica Murphy, Mary Jane Aquino LACC Acting Assistant General Manager and Chief Financial Officer and Pouria Abbassi P.E., LACC General Manager and CEO



LACC employees signing Census 2010 “Commitment to Communicate” boards at Los Angeles Convention Center’s Employee Meeting.