



Media Alert

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2010 Census Road Tour at IISTL Congressman Carnahan will Address New Americans and fill out his Census Form

On March 29, 2010, the International Institute St. Louis will host the 2010 Census *Portrait of America* Road Tour for its **final stop in the St. Louis region before April 1 Census Day**. At 11:30 am, Congressman Russ Carnahan in whose district the Institute is located will address 200+ Institute students and clients about the importance of participating in the decennial census.

The event will be from 10:00am-1:30pm, at the International Institute at 3654 S. Grand Blvd (rear/east parking lot):

- 10-11:15 Teachers in English classes will explain the importance of the census and students who have not already done so will fill out their census forms;
- 11:15-11:30 Students will gather on the Institute's east parking lot (park on Winnebago to enter);
- 11:30 Crowd will hear remarks from Congressman Carnahan and watch him fill out HIS census form;
- 11:45-1:30 Crowd can visit the Road Tour and learn about the census.

Immigrants are one of 7 populations which were undercounted in the last census, according to the Census Bureau. Other undercounted populations include homeless and college students. In recent months, dozens of local non-profits including the International Institute and the Urban League have volunteered their services to reach hard-to-count populations in their service sectors to benefit the city's overall count.

"It is extremely important that we reach as many of St. Louis' newcomers, primarily refugees from war-torn countries around the world, with the census message," said Anna Crosslin, Institute President & CEO. "Census materials have only been produced in the most common foreign-languages like Spanish, Chinese and Korean." So she said that St. Louis' newcomers who speak uncommon languages including Nepalese, Karen and Swahili have had virtually no opportunity to learn about the importance of the census except from volunteers at agencies like the Institute, local churches, and government offices.

Crosslin said that undercounting our city's foreign-born population has the same negative effect as undercounting other residents. If for instance 5,000 are undercounted, our region will lose \$6.5 million in federal funds for roads and bridges, school and other critical services.

"What a shame!" she added.

The International Institute is fortunate to host the National Road Tour Vehicle, nicknamed 'Mail It Back.' This is the largest of the 13 Road Tour vehicles, and contains interactive displays both inside the trailer and in an outside tent highlighting the importance of the census to individuals and their community.

