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Los Angeles Convention Center

**ANGELENOS CELEBRATE AND SPREAD THE 2010 CENSUS MESSAGE
IN DOWNTOWN LOS ANGELES**

March 18, 2010 (LOS ANGELES, CA) – Today, the Los Angeles Convention Center (LACC) held their first ever “Get out the Count” Census Awareness Day as part of the Mayor’s Office of the Census efforts to promote the importance of being counted this year. The Honorable Councilwoman Jan Perry spoke at the event, motivating those in attendance to participate in the Census.

2010 Census “Portrait of America” Road Tour was present with their signature blue vehicle nicknamed “L.A. Confidential” and educated the public through visual and interactive mediums. Rock En Español Band "Vida Tinta" entertained the crowd and attracted onlookers to the festive and enlightening occasion.

The historic day was joined by community figures such as the Honorable Vice-Consul of Colombia Maria F. Melo, the General Assistant to the Vice-Consul of Colombia Sebastian Erazo, the Honorable Consul of Philippines Jim San Agustin, the Honorable Consul Section of Japan Shigekazu Sakunaga, and the Senior Volunteer to Consul General of Japan Kazuyasu Tajima. LACC’s partners Staples Center, L.A. Live along with Ritz-Carlton Hotel and JW Marriott Hotel were also present to support the cause.

LACC’s Census Team, in partnership with the Mayor’s Office of Census 2010, was organized to contribute to the City-wide effort and to inform the millions of patrons that visit LACC every year about the importance of participation in the Census as well as the significant 18,000 employment opportunities that exist in support of the Census in Los Angeles.

“The Los Angeles Convention Center proudly commits to the City’s and Country’s Census message. It’s a welcome opportunity for LACC to create, organize, and host our historical “Get out the Count” March Census Awareness Day,” said Pouria Abbassi, P.E., General Manager and CEO of LACC.

About Mayor’s 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

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About the Los Angeles Convention Center (LACC)

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, visit www.lacclink.com.

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