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March 8, 2010

FOR IMMEDIATE RELEASE

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CENSUS ROAD TOUR STOPS IN POCATELLO
Free Information, Food and Drinks on March 9, 2010

The Bannock County Complete Count Committee is hosting a stop for the 2010 Census *Portrait of America* Road Tour on Tuesday, March 9, 2010. The Road Tour vehicle will be in Pocatello from 3:00 p.m. to 5:00 p.m. at the southeast corner of the Quadrangle on the Idaho State University campus.

The 2010 Census *Portrait of America* Road Tour is designed to educate the public about the 2010 Census, inspire interest in the process and encourage participation in the 2010 Census. Attendees will receive information about the Census and have the opportunity to see a sample Census form like the one that will arrive at more than 130 million addresses across the nation this month.

In addition to the interactive Census displays, activities scheduled include a ribbon cutting ceremony at 3:15 p.m. with the Pocatello Chiefs and a live remote with music from KMG1 102.5. There will also be giveaways, free hot dogs and free Coca-Cola products. Benny the Bengal may also make a special appearance.

Local sponsors for the event include KMG1 102.5, Chartwells, Swire Coca-Cola and Albertson's. For more information about this event, please call 234-6163.

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