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News Release

For Immediate Release

November 12, 2009
#09/10-077

LAUSD STUDENTS LEARN EVERYONE COUNTS IN THE 2010 CENSUS
*WITH HELP FROM CLIFFORD THE BIG RED DOG AND TWINS MAYA AND MIGUEL,
2010 CENSUS IN SCHOOLS PROGRAM KICKED OFF AT LOCAL SCHOOL*

(LOS ANGELES)—With the help of some of their favorite characters from books and television, students got the message today at Union Avenue Elementary School near downtown Los Angeles: when the 2010 Census is taken, everyone counts.

Clifford The Big Red Dog, along with Latino twins Maya and Miguel, all familiar faces from Scholastic, Inc., got a rousing welcome during the launch of "It's About Us," a national program that teaches students and teachers about the importance of the Census. Scholastic, Inc. has created a wide range of instructional materials such as lesson plans, maps and teaching guides for the program, which targets the nation's schools.

Free and optional, these materials are available now in anticipation of next year's census count, which will be taken next March 2010.

"I count on you – students, parents and school staff—to encourage your families and neighbors and help them understand that the census is about them," Los Angeles School Board President Mónica García told students at Union Avenue E.S. "It is our responsibility to spread this news because we all count!"

Other speakers shared similar messages.

"A 'Students Count' tool kit will soon be made available to schools and teachers providing standards-aligned lesson plans and resources to help students and their families understand why an accurate census count can mean more federal funding for California and more support for our schools," said State Superintendent Jack O'Connell.

Another speaker addressed the students. "The Census is Schools program is one of the most important avenues the census has of distributing our message," says James T. Christy, 2010 Census Los Angeles Regional Director. "With the Census in Schools curriculum, all our students can learn about the census and take that lesson back to their families and neighbors."

(more)

Because of the significance of the upcoming census, Scholastic, Inc. was more than willing to create the 'Census in Schools' curriculum and instructional materials.

"Like the U.S. presidential elections, which happen every four years, the decennial census is a moment for teachers and parents alike to talk to kids about democracy, civics, and responsible citizenship," stated Maureen Costello, Director of 'Census in Schools' at Scholastic, Inc. "It has always been part of Scholastic's mission to help students understand their government and this program uses census data to help teach students about this important topic, while also addressing core curriculum including lessons about math, geography, social studies and English language arts."

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