

Dear Media Colleagues

In less than 300 days, the 2010 census will be taken. We have a major opportunity this year to ensure our Caribbean community counts in a major way which in turn will help us all in the media serving this community, to secure the numbers we so desperately need for advertisers, sponsors, politicians, etc.

CaribID has soon far been able to accomplish what none has done before – obtaining of a Caribbean Count bill in both the House of Representatives and the Senate. Sadly, these bills cannot become law in time for March 2010, so we need your help collectively to urge every Caribbean reader, listener, viewer, to not just fill out the form but to write in their country of origin under question 8 while ticking `No Not Hispanic.` It is a simple but powerful message of change that we can all collectively obtain in a matter of months.

I have attached several audio PSA's as well as two print ad options and two web banner ads. A video PSA can be accessed at <http://www.youtube.com/watch?v=InHR2Ss4h-M>. For broadcast quality, please contact us so we can send via to you directly upon request. Please run in your newspapers or magazines, on your radio or TV programs or on your blogs or websites.

In this Caribbean Heritage Month, I hope you will join in this historic endeavor to ensure Caribbean national truly count and get the respect we deserve. We cannot afford to continue to sit idly by and hope others will carry us to the finish line. It`s time we get off the `left out` list and a return on the investment we make to this country and which our forefathers have made.

I hope you will join CaribID in this struggle so we all can benefit at the end of the day.

Look forward to your cooperation. Please indicate level of support so we can add you to our growing list of proud partners.

Regards

Felicia Persaud

Carib ID

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