

for ongoing opportunities and events regarding the census. You can also show your support by hosting a Census event or workshop to encourage your customers and community to participate. Learn more at census.gov/partners.

Join the National Business Network for an Accurate Census

The National Business Network for an Accurate Census is a digital network of businesses with a number of free resources, toolkits and materials for you to use. You will also receive updates and new resources as they become available. There are no dues and no obligations. Learn more at strongnation.org/census.

We all have a stake in an accurate count! Count yourself in Delaware and support the community outreach efforts by visiting census.delaware.gov

Census Timeline

In **MARCH** the U.S. Census Bureau will send every household an invitation to respond to the 2020 Census. Use your code to respond in one of three ways:

- Online using a computer, smartphone or tablet
- Call a toll-free number and give response over the phone
- Call and request a traditional paper form

April 1, 2020: Census Day

Late April 2020: Reminder postcard

May 2020: U.S. Census Bureau will follow up with households who haven't responded.

Carvertise Announces International Expansion

» Carvertise, Inc., a leading provider of transit-based outdoor advertising solutions, has announced its expansion into international markets with the launch of the first ever rideshare campaign in Toronto, Canada. Visit Tampa Bay ("VTB"), now in their 4th campaign with Carvertise, is a launch partner of Carvertise's international marketing solution. To date, Carvertise has placed 118 rideshare cars on the road for VTB that have driven over 400,000 miles, created over 60 million impressions, and picked up over 42,900 passengers - all experiencing VTB's message firsthand. VTB has also worked with Carvertise to deliver their message to the New York, Boston, Chicago, Philadelphia, Dallas, Miami, and Orlando markets.

"Carvertise has been a terrific partner with innovative solutions to help us capture the attention of our target audience," said Patrick Harrison, CMO of Visit Tampa Bay. "We were thrilled to utilize their international offerings, with out-of-home inventory that helps remind those in colder climates of the warmth and benefits of visiting Tampa Bay. There's no better opportunity to help promote our message to those outside in those cold environments. Their connected solutions also help us easily track campaign performance, which can be used to further maximize the use of our ad dollars."

"As a mobile canvas for visual storytelling, we love Carvertise," said

Gina Kline, Group Media Director at FKQ Advertising + Marketing, VTB's advertising agency of record. "Given the success of our domestic campaigns, we're excited to expand our reach internationally with a fleet of captivating cars that maximize metrics."



"We're very excited to announce our global capabilities to the Carvertise suite of products, as well as our continued partnership with Visit Tampa Bay," said Mac Macleod, CEO of Carvertise, Inc. "Our team is fanatical about serving the needs of both our driver network and our advertising partners, and these global product extensions are great examples of the work our team is doing to bring new excitement to out-of-home advertising."

"I notice I get a lot of looks on the street and people are definitely checking out the advertisement," said Richard P., a Toronto-based driver with Carvertise. "People ask where Tampa Bay is located, [and] they think warm weather sounds good right about now. The south birds...who usually go to Mexico or Miami, are now interested in Tampa Bay. It's bringing awareness!"