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City of Pasadena Gets Census Help from YouTube Stars

{July 31, 2020 – Pasadena, TX} In an effort to boost community Census response, the City of Pasadena has enlisted the help of some very popular YouTube Content Creators. All of these “YouTubers” (as they are called) have ties to Pasadena and millions of views on their channels.

Drivers will soon see the smiling faces of *LaloRacer1* and *The Princess Squad*, along with Mayor Jeff Wagner on billboards around town. These billboards will encourage local Census response and promote the extended deadline of October 31.

Princess T and Princess Pham are the mega stars behind the [Princess Squad Channel](#). With over 2 million subscribers, the sisters highlight toy reviews, how-to videos and kid-friendly contests. For the past several years, the sisters have also returned to Burnett Elementary, to give back to their community at the campus *Winterfest*.

Recent Pasadena ISD graduate, Eduardo Verastegui has developed a huge following on his [LaloRacer1 Channel](#). His videos include gaming and his experiences as an immigrant student adjusting to the American teenage experience. Verastegui has also been nationally featured for his inspirational story as he combats online bullying and educates viewers on his living with the rare Goldenhar Syndrome, a birth defect that causes abnormal physical development.

“I’m honored to have the help of these talented young entrepreneurs,” said Mayor Jeff Wagner. “An accurate U.S. Census count is crucial for Pasadena because it helps with federal funding for our infrastructure, business growth and the Pasadena Independent School District.”

Look for the “Pasadena TX Counts” billboards to hit streets mid-August. For more information about Census awareness efforts in the City of Pasadena, go to our Facebook Page:

[@PasadenaTXCounts](#)

