

Snow's Gets More National Recognition

To be Featured on United States 2010 Census Website

Pictured at the left are members from the creative team helping to produce a new website for the US Census. They are (seated) Victor Romero with the US Census, (standing left to right) David Berenbroick, Bailey Kindlon, Josh Hilliard and Kevin Dreyfuss, all with Draft FCB in New York City. Below are Tootsie Tomanetz and Kerry Bexley with Snow's.



A representative from the US Census Bureau and members of a creative team from New York City were in Lexington last Wednesday to shoot a video and take still shots of Kerry Bexley and Tootsie Tomanetz with Snow's BBQ. Their efforts will be incorporated in the Census' new website

www.2010census.gov. Draft FCB from New York City is the creative agency working with the Census Bureau, helping to put together an interactive website that will educate the general public about the Census.

The group of photographers, videographers and web techs,

along with Victor Romero, Public Information Officer with the United States Census Bureau, have already traveled to Washington DC, Chicago and Miami visiting with "everyday people" who represent a good mix of locations throughout the country. The group will head to Austin, San

Antonio and Portland, Oregon after they leave Lexington.

The website is up and running now, but Snow's exposure will be uploaded later in November.

Most Lexington locals will remember that Texas Monthly named Snow's BBQ the Best Barbecue in Texas in their June

2008 issue. Since that time, the Saturday-morning-only business greets hungry crowds who have traveled from all over Texas to try their "now famous fare". But that's not all, Snow's also serves "regulars" from California and New York, as well, which may be how the US Census found them.