



For Immediate Release

April 16, 2013

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First 5 California releases PSA to celebrate Week of the Young Child (April 14-20)

SACRAMENTO, Calif. – First 5 California announced that as part of the national Week of the Young Child (April 14-20), it is releasing a Public Service Announcement to celebrate and focus on the needs of young children, and recognize early childhood programs and services. Week of the Young Child is a time to recognize the importance of early learning and development, and to celebrate the teachers and caregivers that bring early childhood education to young children. High-quality early education and care creates a great start and brings lasting benefits to California.

Time: 30 seconds

Text: “This week marks the 42nd annual Week of the Young Child, a good time to celebrate young children and remember what a difference we as adults can make in their lives. Kids are the future of our communities and there are many ways California can come together for our children. First 5 California recommends reaching out to the children in your life by talking and reading to them, thanking the teachers who work with them and working towards public policies that will benefit all young children. California’s youngest residents deserve the best we can give them.”

About First 5 California

First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50-cent tax on tobacco products to fund education, health, childcare and other programs for children ages 0-5 and their families. We are the only state affiliated Commission working to improve the quality of California’s preschool programs. We fund programs that educate parents, grandparents, caregivers and teachers about the critical role they play during a child’s first five years. Since our creation, we’ve supported millions of families with programs and services designed to help more California kids grow up healthy and ready to succeed in school – and in life. For more information, please visit www.first5california.com/parents.

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