



FOR IMMEDIATE RELEASE
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**First 5 Butte County Children and Families Commission Celebrates
Week Of The Young Child: *Building Better Futures for All Children***

The First 5 Butte County Children and Families Commission, committed to improving the lives of children ages 0 to 5 and their families year round, will join organizations across the country to celebrate Week of the Young Child, April 2 through 8. This week honors more than 35 million young children and the families, teachers and other adults who help make the most of a child's early years.

"Positive, healthy experiences during the first five years – when a child's brain develops most dramatically – are crucial," said Phyllis Murdock, Chair of First 5 Butte County. "We fund programs and services and partner with local organizations to provide parents and caregivers with the tools to help children succeed in school and in life."

First 5 Butte County encourages the community to celebrate children and families later this month by attending the Children's Faire on Saturday, April 29 from 10 a.m. to 2 p.m. at Bidwell Park's One Mile Recreation Area in Chico. The free, family event will include face painting, a bounce house, hands-on activities with play dough and Ooblick, and much more.

"Building better futures for young children is what the First 5 Butte County Children and Families Commission is all about," said Jill Blake, Program Manager of First 5 Butte County. "What we do to make programs and resources readily available to parents and caregivers is an investment in our children's future success, as well as our community."

For more information about the Children's Faire, Week of the Young Child or other First 5 Butte County Children and Families Commission programs, please call (530) 538-7964 or visit www.buttecounty.net/bccfc.

About Butte County Children and Families Commission

Research shows that a child's brain develops most dramatically in the first five years and what parents and caregivers do during these years to support their child's growth will have a meaningful impact throughout life. Based on this research, California voters passed Proposition 10 in 1998, adding a 50 cents-per-pack tax on cigarettes to support programs for expectant parents and children ages 0 to 5. Butte County Children and Families Commission distributes approximately \$2 million a year in Prop. 10 revenues to programs and services that meet local needs.

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