



week of the young child

FIRST 5
S H A S T A

Shasta County, California Project Model:

The Paperdoll Project

What is the Paperdoll Project?

The “**Paperdoll Project**” can serve as a signature Week of the Young Child project in any community. To call public attention to Shasta County’s Week of the Young Child (WOYC) celebration, local businesses will be engaged as display sites, displaying groups of paperdolls linked hand-in-hand. Paperdolls will be handcrafted by local young children, each paperdoll uniquely decorated in a child’s self-image. Groups of paperdolls from preschools, child care centers, family child care homes, playgroups, and even private homes will be available for adoption and display. WOYC signage will accompany displays and identify the group represented. This signature activity will be presented to media as the visual thread for Week of the Young Child news coverage.

Business Appeal

There is no cost to businesses to become a Paperdoll display site.

The Paperdoll Project offers local businesses an opportunity to show their support for children and families by adopting a Paperdoll display and presenting it in store windows, lobbies, or other areas accessed by the public. (Businesses may request a children’s program to display.) A Paperdoll display will visually identify a business as community-minded, family friendly, and a participant in a traditional, county-wide celebration that grows stronger every year. Participating businesses may also choose to distribute the WOYC Calendar of Events. All materials are provided at no cost to the business.

Participating businesses will be acknowledged on First 5 Shasta’s Week of the Young Child web site (hosted at www.first5shasta.org) and in Thank you advertisements published in community newspapers.

What is needed?

Dollmakers—Young children are invited to create paperdolls – and parents or caregivers are invited to lend a helping hand. Copies of paperdolls on 8.5” x 11” paper will be provided for cut-out and decoration by coloring, pasting craft materials, etc. Preschools, child care centers, family child care homes, and other groups serving young children are invited to request blank paperdolls for decorating! Request two blank paperdolls per child – one to keep and one to donate. Finished paperdolls will be distributed to display sites and available for family viewing! **To request blank paperdolls for your children contact a Paperdoll Project coordinator.**

Copies of Blank Paperdolls—A total quantity of up to 20,000 blank paperdolls produced on white, sturdy 8.5” x 11” paper are being pursued. Print and copy centers (and other organizations) are invited to donate copies of blank paperdolls for distribution to children. The donation quantity will be established and a master provided for copying. **To donate copies contact a Paperdoll Project coordinator.**

Display Sites—Businesses may become a Paperdoll Project display site by adopting a group of paperdolls and hanging them, hand-in-hand, in store windows for the month of April 2009. Paperdolls and WOYC signage will be delivered to display sites by March 30th. **To become a Paperdoll Display Site contact a Paperdoll Project coordinator.**

Paperdoll Project Coordinators:

Chris Castro-Richardson 530-605-5201 christinec@redding-rancheria.com

Linda Delles 530-246-9622 x 113 ldelles@sfymca.org.

The **Week of the Young Child** is an annual celebration of young children ages birth to eight years old. It was started by the National Association for the Education of Young Children in 1971. This year’s theme is “*Early Years Are Learning Years.*”

The Week of the Young Child is a time to honor young children. Thriving children and thriving communities – they go hand in hand!