

# Week of the Young Child

April 12-19, 2008

**FOR IMMEDIATE RELEASE**

**Contact: Debbie Peel  
(530) 229-8300**

## **BRINGING COMMUNITIES TOGETHER FOR CHILDREN**

### **Paperdolls Announce Shasta County's WEEK OF THE YOUNG CHILD**

April 7, 2008 (Redding)-----Button eyes, yarn hair, magic marker and crayon clothing.... Have you noticed the handcrafted paperdolls in Shasta County business windows and office lobbies? Local youngsters decorated and donated the paperdolls to announce the arrival of the Week of the Young Child (WOYC). From **April 12-19<sup>th</sup>**, Shasta County will join thousands of communities across the nation in this annual celebration honoring young children and those caring for them. A calendar of WOYC 2008 events is available at **first5shasta.org**, detailing activities provided each day for young children, families, professionals, community leaders and all caring adults. Nearly all activities are offered free of charge, allowing everyone an opportunity to be part of the celebration.

The 40 Developmental Assets serve as the foundation for Shasta County's WOYC activities. The 40 Developmental Assets, researched and identified by the Search Institute (Minneapolis), are the building blocks young children need to succeed. Caring adults help young children attain "assets," the positive experiences and personal qualities they will need to become healthy, caring, and responsible adults. Information and education about being an intentional asset builder for young children is included in WOYC events and activities. To learn more about asset development visit the Search Institute web site at **www.search-institute.org** or call the Health Improvement Partnership at (530) 225-8528.

In its effort to increase local commitment to the health and well-being of young children, First 5 Shasta leads organizations and early childhood educators in the annual development of a quality WOYC

celebration, complete with the signature Paperdoll Project. This year, First 5 Shasta's Debbie Peel convened an executive committee of local early childhood experts to assume responsibility for key WOYC components. Linda Delles of Shasta Family YMCA led the Paperdoll Project, resulting in over 80 local businesses adopting groups of paperdolls and displaying them hand-in-hand, a reminder to north state residents that thriving children and thriving communities depend on one another. Other executive committee members include Tom Kaut (Montessori Children's House of Shady Oaks/California Cascade Association for the Education of Young Children), Regina White (Shasta College Early Childhood Education Center), Kathy Barry (Shasta County Office of Education, Early Childhood Services), and Amanda Keefer (Shasta Head Start).

The planning is complete and the paperdolls are on parade. Now it's time for families with young children, professionals, and all Shasta County residents to start planning their week! From April 12-19, 2008 there are over 45 WOYC 2008 events and activities that offer learning adventures and family fun. Families are encouraged to pick up a WOYC 2008 calendar at local libraries, Village Schoolhouse Toys, or online at **first5shasta.org**.

First 5 Shasta was established after voters passed Proposition 10 in November 1998, adding a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs to promote early childhood development for expectant parents and children up to age five. To date, First 5 Shasta has invested approximately \$12 million in the Shasta County community.

###