



MEDIA RELEASE

FOR IMMEDIATE RELEASE
April 5, 2010

Contact: Amanda Holder,
Communications Officer
(831) 375-9712, x123
amandah@cfmco.org

EAST SALINAS RESIDENTS INVITED TO “BUILDING HEALTHY COMMUNITIES” PLAN PRESENTATION **Community Meeting to be Held on Wednesday, April 7, 2010**

Monterey, CA —After 10 months of dedicated and arduous work, residents, youth leaders and service providers in East Salinas have completed the plan for Building Healthy Communities, an initiative launched by the health foundation, The California Endowment. On Wednesday, April 7, the Steering Committee for the Building Healthy Communities Initiative will present the final community plan to the community at large and to officials of The California Endowment. The presentation event takes place at 6:30 PM, at the Jesse Sanchez School at 901 N. Sanborn Road in East Salinas. Refreshments and free child care will be provided.

Of special note is the leadership provided by a number of East Salinas teens who were members of the Steering Committee. “The commitment and hope that these young people brought to the process was truly inspiring,” noted Judy Sulsona, coordinator of the planning process.

Members of the Steering Committee volunteered hundreds of hours to engage people in East Salinas in the dialogues, meetings and planning retreats that created the plan. Over the first three to five years, changes will focus on creating safe neighborhoods for children and their families, increasing access to health coverage and health care, and focusing services on prevention and on supporting healthy youth development.

(more)

Community Plan Presentation for Building Healthy Communities, cont.

Funding awarded by The California Endowment over the next ten years in East Salinas will be dedicated to supporting the community in bringing about the changes that residents identified as needed for building a healthy and safe community.

“The intentional, thoughtful and open process of the E. Salinas BHC Steering Committee to meaningfully engage youth and adult residents in the development of an overarching plan to address decades of disinvestment and marginalization of its community is nothing short of remarkable,” said Lauren Padilla-Valverde, Program Officer with The California Endowment.

“The California Endowment commends E. Salinas; its youth and adult residents, partner organizations and systems leaders in setting an exemplary model for a community-driven planning process, and we look forward to this 10-year partnership in building a healthy community for all residents of E. Salinas,” she continued.

For more information on Building Healthy Communities, **please call (831) 754-5880, e-mail lorenav@cfmco.org**, or visit www.cfmco.org and select “Community Initiatives.” *Building Healthy Communities in East Salinas: Nuestro Nuevo Alisal* is a planning process coordinated by residents and service providers of East Salinas with support from the Community Foundation for Monterey County and funded by The California Endowment.

The mission of the Community Foundation for Monterey County is to improve the quality of life in Monterey County by raising, managing, and distributing charitable funds to qualified organizations and by creating positive connections between donors and their interests.

###