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MEDIA RELEASE

FOR IMMEDIATE RELEASE

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EAST SALINAS RESIDENTS INVITED TO PARTICIPATE IN CREATING A HEALTHY COMMUNITY/COMMUNIDAD SALUDABLE Community Meeting to be Held on Wednesday, January 27, 2010

Salinas, CA This year The California Endowment has embarked on a 10-year multi-million dollar initiative, *Building Healthy Communities*, with the goal of supporting the development of communities where kids and youth are healthy, safe and ready to learn. The East Salinas community was one of fourteen neighborhoods in California selected for this opportunity. The project will bring in millions of dollars each year over ten years to realize the vision of a healthy and vibrant community.

A Steering Committee made up of over 50 East Salinas residents, youth and neighborhood groups, businesses, non-profit organizations, public agencies and other stakeholders has been meeting since July, 2009. They have been gathering community input on community priorities through focus groups and surveys to create the plan for "A Healthy Alisal."

The results of the research and the community's top priorities will be announced at a community meeting on Wednesday, January 27 from 5:30 – 8:00 PM at Dr. Martin Luther King Elementary Academy at 925 North Sanborne Road in Salinas. Free childcare will be provided and residents are welcome and encouraged to attend.

(more)

Community Input Sought for Creating a Healthy Alisal, cont.

After this meeting, there will be a community retreat on February 6th to focus on strategies to achieve each priority, resulting in a community action plan which will be submitted to The California Endowment in March, 2010.

Resident participation and involvement are encouraged and critical to the planning process. For more information, please call (831) 770-0951 or e-mail lorena@cfmco.org to learn how you can become involved.

For more information on the Building Healthy Communities project, visit www.cfmco.org/bhc/bhc.html. *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.

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