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MEDIA RELEASE & ADVISORY

FOR IMMEDIATE RELEASE

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Poder Popular Celebrates Community Accomplishments Press Conference and Groundbreaking to be held November 10

Gonzales, CA. Participants of Poder Popular para la Salud del Pueblo (People Power for the Health of the Community) are coming together in Gonzales to showcase their Health Action Plan to improve the health and well-being of the residents of Gonzales, and break ground on a major city infrastructural improvement accomplished under the plan. Present at this important community event will be resident leaders, representatives from clinics, faith-based institutions, business leaders, Mayor Maria Orozco and Supervisor Simon Salinas.

The brief press conference and ground breaking will take place on Tuesday, November 10 at 11:00 am at Centennial Park located at 250 1st Street in Gonzales. The public is invited and welcome to attend.

For over four years, Poder Popular staff has been working to strengthen the leadership skills of residents, and build an ongoing coalition of individuals across a wide range of sectors in the community, including education, government, business, faith-based institutions, etc.

Earlier this year, the group completed the development a long term plan for improving community health and well-being and began working to achieve the ambitious set of objectives. The Plan identifies improvements to community infrastructure, child safety,

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Poder Popular in Gonzales Celebrates Accomplishments, cont.

transportation services and other areas critical to the well-being of Gonzales residents. Through the relationships established between residents and representatives of various sectors of the community, Poder Popular has already been successful in mobilizing existing resources, as well as bringing new resources into the community, to make significant improvements in the lives of Gonzales residents.

Among the accomplishments the leaders will be discussing and celebrating are:

- the successful organizing of the Day of the Child Celebration for three consecutive years
- an educational community forum with the Agricultural Commissioner
- an informational community meeting with the Mexican Consulate
- the addition of another bus to the South County MST route and
- the successful leveraging of funds to install lights at Centennial Park, critical to insuring that farm workers and other residents who work during daylight hours are able to use the playing fields after dark.

The mission of Poder Popular para la Salud del Pueblo is to optimize the health of agricultural workers, their families and the communities where they live. The program is part of the Agricultural Worker Health Initiative, sponsored by The California Endowment. Locally, Poder Popular has been coordinated by the Community Foundation for Monterey County and operates in East Salinas, Gonzales and Greenfield. For more information on Poder Popular, please contact Nick Sandoval at (831) 770-0951, cell (831) 521-0479 or nick@cfmco.org.

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. A copy of the 2008-2009 Report to the Community is available online at www.cfmco.org.

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