



*500 Lucas Avenue
Los Angeles, CA 90017
213.250.4800 phone
213.250.4900 fax*

FOR IMMEDIATE RELEASE
April 18, 2008

**L.A.-BASED PARA LOS NIÑOS PRESIDENT/CEO TO ADDRESS
PRESCHOOL CALIFORNIA'S "PRE-K ADVOCACY DAY"**

Gisselle Acevedo to serve as Afternoon Keynote Speaker

- WHO:** Gisselle Acevedo, President and CEO of Para Los Niños
State Senator Darrell Steinberg
Dave Long, California Secretary of Education
Camille Mabin, Department of Education
300 + parents, preschool advocates and early education providers
- WHAT:** Pre-K Advocacy Day – featuring presentations and legislative visits
- WHEN:** 10:00 a.m. – 1:00 p.m.
Tuesday, April 22
- WHERE:** Sheraton Grand Sacramento
1230 J Street, Sacramento
- WHY:** Gisselle Acevedo, President and CEO of the Los Angeles-based nonprofit organization Para Los Niños, will serve as the lunch keynote speaker for this critical day of advocacy in Sacramento. She began her career as an elementary school teacher in South and East Los Angeles, received her master's degree in early childhood and special education, and has passionately used her talents and energy to ensure that every child, regardless of their circumstances, has access to the highest quality and most appropriate education possible.

The morning program will feature such experts as Senator Darrell Steinberg, Dave Long, California Education Secretary and Camille Maben, Director of the Child Development Division of the Department of Education. Following the morning session, the advocates will meet in small groups with legislators.

Para Los Niños opened its doors in 1980 in response to the plight of children living in Skid Row hotels. Initially, 45 children received care at the agency; today, in our 28th year of operation, Para Los Niños assists 3,500 low-income children each week and 5,000 families every year from 24 sites in some of Southern California's most economically challenged neighborhoods.

The agency's core services include early child development and education, a Charter School (K-5), after-school enrichment, youth diversion and delinquency prevention, youth workforce services, and a life skills training and academic assistance program for transitioning foster youth. In addition, Para Los Niños offers support to at-risk families, including child abuse prevention and intervention, mental health services and comprehensive family support.