

FOR IMMEDIATE RELEASE

Expo Promises Early Childhood Experts, Education & Experiences

(April 27, 2010) RIVERSIDE, CA — The first five years of a child’s life are the most critical in building a strong foundation for future development. Research shows that the experiences a child has during that time profoundly impacts their future.

To help raise awareness about these critical years in a child’s life and connect families to resources, the Riverside County Children & Families Commission, also known as First 5 Riverside, is partnering with Riverside City College and other early childhood agencies for a **Prenatal to 5 Family Expo 10 a.m. to 2 p.m., May 22** at Riverside City College in Riverside.

The Expo will provide a one-stop opportunity for Riverside County parents-to-be, new parents and parents of toddlers or preschoolers for expert advice, services, information and family activities involving health, safety, education, child care, child development and other areas that help children get the best start in life.

“It’s important to remind our communities of the lifelong implication of optimal development through age 5,” said Harry Freedman, executive director of First 5 Riverside. “Where the current economy has increased the needs of our youngest children, we want to ensure parents are aware of support for them and their families provided by the First 5 Riverside Commission.”

More than 40 exhibitors throughout Riverside County are attending the Expo, which will also include dental and developmental screenings, car seat safety inspections, parent workshops, activities especially for families with young children like diaper derby crawling races and sensory exploration games, along with special guests like Sid, the Science Kid.

“I am delighted that Riverside City College and our Early Childhood Studies program has partnered with First 5 Riverside to put together this informational Expo. Children deserve our community’s best care and the opportunities that education brings,” said Riverside City College President Dr. Jan Muto.

Expo workshops, services and admission are free. Pre-registration is encouraged for workshops on behavior, school readiness and fatherhood and car seat safety inspections. Visit www.rccfc.org or call 800-774-7237 for more on the upcoming Expo.

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First 5 Riverside, the Riverside County Children & Families Commission, is a division of the Riverside County Department of Public Social Services. It is funded by Proposition 10 tobacco tax revenues. Established by the County Board of Supervisors in 1999, First 5 Riverside supports early childhood development through educational outreach, partnerships and funding for early education, health and child care services that benefit children, from prenatal to age 5, and their families. For more information about First 5 Riverside programs and other funded services, call 800-266-3880 or visit www.rccfc.org.