

MEDIA ALERT

DATE: Thursday, August 9, 2012
Pacoima City Hall
Great Visuals and Inspiring Interviews

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**Backpack Drive Brings Smiles to Hundreds of El Nido Family Centers
At-Risk Youth**

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Kaiser Permanente Makes it All Happen

What: (Pacoima, CA) Over 400 **El Nido Family Center** youth will receive brand new backpacks at a "Back to School Backpack Festival. The backpacks, donated by Kaiser, are filled with school supplies for kids from K to 12th grade. The festival will include food, games, art activities, face painting, storytelling, a live DJ and a Kaiser nutritionist who will talk about healthy eating. A special panel on ADHD will be presented for the parents.

Why: El Nido Family Centers believe giving youth a good start will give them the confidence to have a successful school year. Kaiser's support has made this huge drive possible. Hundreds of Kaiser employees from eight of their medical centers in Southern California participated by donating funds to purchase and assemble the backpacks and supplies. These partnerships are critical now given the economic downturn.

When: Thursday, August 9th, 4:00 pm to 7:00 pm
4 – 6 pm, Festival, Food, Program
6 – 7 pm. Distribution of backpacks

Where:

Pacoima City Hall (outdoor space and **community** room)
13520 Van Nuys Blvd, Pacoima, 91331
(street parking and garage parking available for crews)

Interviews and photos: Great opportunity to talk with these youth about what these backpacks and school supplies mean to them. Get impressions about going back to school.

Contact: Elaine Doran, 818.399.8579 or email Elaine@eldoranpr.com to arrange for day of coverage, interviews, photos.

About El Nido Family Centers:

For **87 years**, El Nido Family Centers has been helping those in Los Angeles who are most in need. Last year, El Nido assisted over 14,000 children, youth and their family members who represent the diversity of Los Angeles, but come from households at or near the poverty level. El Nido is based in six neighborhood centers in South Los Angeles, Inglewood, Compton, Pacoima, Mission Hills, and Antelope Valley. The staff reach out and go where families who need us are – at schools, housing projects, health and community centers and in their homes.