



FIRST 5 SACRAMENTO MARKS 20th ANNIVERSARY WITH AWARD FOR THE SACRAMENTO KINGS

Celebrating two decades of helping children and families thrive, First 5 Sacramento honors the local business community and the Sacramento Kings for innovative programs and “family-friendly” arena additions

- WHO:** Sacramento Kings, Maritza Davis, Vice President of Experience and Social Responsibility
California State Senator Dr. Richard Pan
California State Assemblyman (former) Roger Dickinson
Sacramento County, First District Supervisor First 5 Sacramento Chair Phil Serna
Sacramento City Councilmember Eric Guerra
Local business leaders
- WHAT:** First 5 Sacramento celebrates 20 years of improving the lives of local children and families, including the campaign achievements to reduce the alarming death rate of African-American children who die at twice the rate of other children.
- First 5 also inspired a movement among local businesses called “Raise Up Sacramento, From Cradle to Career” which encourages innovative approaches to family-friendly workplace. The Sacramento Kings will be honored for their remarkable efforts on behalf of local families enjoying events at the Golden 1 Center. Family-friendly features include a Tot-Lot, a Mamava Breastfeeding Pod (breastfeeding room) and a Sensory Room for people with sensory regulation challenges.
- Since 1998, First 5 has worked on behalf of children and families across the state, helping them receive the best possible start in life so they can thrive. First 5 Sacramento has an annual budget of \$12 million in Prop 10 funding and serves 61,314 children ages 0-5 along with their caregivers.
- WHERE:** Golden 1 Center – Media Entrance
600 David J Stern Walk, Sacramento
- WHEN:** Tuesday, January 8th from 5 p.m. to 6:30 p.m.
- VISUALS:**
- Tour of the Kings’ “family-friendly” spaces at the Golden 1 Center, including a Tot-Lot, Mamava Breastfeeding Pod and Sensory Room
 - High 5 Awards presentation to Sacramento Kings and local leaders
- WHY:** Since the launch of First 5 Sacramento, countless contributions have been made to the local community in the best interest of children under age five. Milestones include:
- First 5 Sacramento decreased infant death rate: 45% decrease in African American infant deaths. 76% decrease in disparity.
 - First 5 Sacramento improved Oral Health: Built 6 children’s dental clinics. Fluoridated 68% of the water.
 - First 5 Sacramento prevented child abuse: 1,500 parents annually received home visits, strengthened their parenting skills resulting in fewer kids entering foster care.
 - First 5 Sacramento prepared kids for school: 72% of children who attended First 5-supported preschool were more likely to be ready for kindergarten.
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