



Children & Families Commission
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**MEDIA ADVISORY
 FOR IMMEDIATE RELEASE
 February 22, 2010**

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Growing Young Minds

7th Annual Conference to Explore the Wonder of Learning and Cultivate Roots of Early Childhood Development

WHAT: Singing songs, coloring, and playing catch may seem like child's play but there's a lot going on here: important connections in a child's brain that impact development and growth. From birth on, children are ready and eager to learn and grow. How to nurture that brain power is the focus of a conference hosted by the Stanislaus County Children and Families Commission. Nearly 400 childcare providers, early childhood educators, and community partners are scheduled to attend the "Growing Young Minds" conference at Modesto Junior College.

Caregivers will learn how a child's brain develops and what they can do to lay a foundation for learning, ultimately giving children a smart start in school. Keynote presentations will feature fascinating research on brain development and how to cultivate the infant-toddler brain connection. In addition, the conference will feature breakout workshops about early childhood literacy, challenging behavior, and motor skills development. More than twenty community organizations will staff resource information exhibit booths at the event.

This is the seventh annual conference for the Stanislaus County Children and Families Commission.

WHEN: February 27, 2010
 8:30 – 2:00 pm

WHERE: Modesto Junior College/West Campus
 Mary Stuart Rogers Center
 2201 Blue Gum Avenue
 Modesto, CA

VISUALS: Exhibit booths with community resource information, speakers on stage, literacy/storytelling workshop with books, activities to teach children motor skills development

ABOUT THE STANISLAUS COUNTY CHILDREN AND FAMILIES COMMISSION: Research shows that a child's brain develops most dramatically in the first five years and what parents and caregivers do during these years to support their child's growth will have a meaningful impact throughout life. Based on this research, California voters passed Proposition 10 in 1998, adding a 50 cents-per-pack tax on cigarettes to support early childhood development programs for children 0 through 5 and expectant parents. The Stanislaus County Children and Families Commission receives around \$6 and a half million per year from the Prop 10 tobacco tax.

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