

MEDIA ADVISORY

PRESS CONTACT: Candice Tang, Juliana Minsky 805/687-3322

ON SITE CONTACT: (805) 689-6618, (805) 689-9395

United Way of Santa Barbara County Releases Results for Power of Partnership Initiative

Press Conference on October 21

October XX, 2009, Santa Barbara, CA—On Wednesday, October 21, the Power of Partnership Initiative (POPI), the largest community engagement effort in the history of the tri-counties will hold a press conference to release the results of the 10-Year initiative to date, through the POPI Final Report and announce future plans. Recognition will also be given to the POPI Vision Council, Children & Families Steering Committee, Seniors & Families Steering Committee, and other community-wide supporters and participants. Representatives will present the progress report on **October 21 at 10:30 am at the Santa Barbara County Courthouse- Sunken Gardens.**

Media Advisory

WHO: **Representatives from the POPI Vision Council, Children & Families Steering Committee and Seniors & Families Steering Committee, government, and business community, including: Salud Carbajal, First District Supervisor (SB County); Peter MacDougall, President Emeritus of Santa Barbara City College; Joyce Ellen Lippmann, Executive Director, Area Agency on Aging; Theresa Weissglass, Director, Healthy Start, Santa Barbara City School Districts Afterschool Program, community leaders, experts and representatives from local organizations collaborating on the Power of Partnership Initiative.**

WHAT: **A press conference to report on progress of the Power of Partnership Initiative, to introduce pilot programs and to announce future plans.**

WHEN/WHERE: **Wednesday, October 21 at 10:30 am**

- **Santa Barbara County Courthouse – *Sunken Gardens*, 1100 Anacapa Street, Santa Barbara, CA 93121**

The **Power of Partnership Initiative** is a collaborative effort to create community-driven and expert assisted 10-year Master Action Plans (MAPS) that increase the well-being of Children, Families and Seniors in our community.

The Power of Partnership Initiative grew from a series of expert forums held by United Way of Santa Barbara County in 2006, to discuss the most important issues in health and human services

for Children, Families and Seniors and to begin the process of creating 10-year plans for the future of children, seniors and families. Since 2007, individual members of the community, from all backgrounds, have come together, through an individual and group input process, to share their hopes and dreams for the future for children, seniors, and their families in our south coast communities. In addition, hundreds of community leaders, experts, and local community organizations have participated to clarify our community's vision and goals for the future.

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