



January 13, 2006

Contact: Kevin Ryan  
(310) 552-4150

**Statement from Kris Perry, Executive Director, First 5 California  
Regarding Preschool for All Initiative Qualifying for  
June 2006 Ballot**

“First 5 California has received word that the Secretary of State has certified the Preschool for All Initiative for the June 2006 ballot. Over the next several years, between State and County efforts, First 5 will dedicate close to \$1 billion dollars in order to give California’s children quality preschool opportunities. Our public education campaign has been an important part of that effort for the children and families of our state. However, because the Initiative has qualified, we have instructed our advertising firm to stop running our preschool advertisements. This has been done with the consent of our Commission.”

“From the beginning, First 5 has maintained that if the preschool initiative was certified before the scheduled end of our advertising run, we would stop airing the preschool ads.”

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First 5 California, also known as The California Children and Families Commission, was created following the passage of Proposition 10, which mandated a 50 cent-per-pack tax on cigarettes to fund education, health, child care and other programs to promote early childhood development for expectant parents and children up to age 5. Prop. 10 was designed to address the lack of public funding and support for early childhood development in the wake of a growing body of scientific evidence indicating that the emotional, physical, social and developmental environments to which children are exposed have a profound impact on their ability to reach their greatest potential in school and to become productive members of society.

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