

COACHELLA VALLEY HOUSING COALITION

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Press Release

For Immediate Release

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Ground Breaking: 47-795 Dune Palms Road, La Quinta
(NW corner of Dune Palms Rd & Ave 48)

CVHC, the District and the County of Riverside team up with California Volunteers, KaBoom! and the residents of North Shore to build a community park in honor of Cesar Chavez.

North Shore, Calif. – Indio-based Coachella Valley Housing Coalition (CVHC) and Coachella Valley Recreation and Park District (CVRPD) are teaming up with the County of Riverside, national non profit KaBOOM!, CaliforniaVolunteers and the residents of North Shore to build El Parque del Pueblo – The Community's Park in one-day, on Saturday, March 29, from 8 am to 4 p.m. Built in honor of Cesar Chavez, El Parque del Pueblo is a community-inspired, team effort to build a play space for youth and their families in the rural community of North Shore.

One of ten

The Cesar Chavez Day holiday was established in 2000 to honor the life of labor leader Cesar E. Chavez. CaliforniaVolunteers administers the Cesar Chavez Day of Service and Learning program which includes the play ground initiative, as well as the formation of after school service clubs for middle school students and curriculum development to integrate lessons regarding Chavez's life into school day and after school activities. Key partners include KaBOOM!, Youth Serve California and the Cesar E. Chavez Foundation; both Youth Serve California and the Cesar E. Chavez Foundation have taken a lead role in developing curricula and other learning materials that will be utilized throughout the state.

The ten play space initiative was launched at the Los Angeles Neighborhood Land Trust (South Los Angeles) on March 19. The remaining nine builds will occur on March 29 at: Lytle Creek Park (San Bernardino), Hammond Park (Eureka), Alta Mesa Park (Redding), Jerome Park (Santa Ana), Linscott Charter School (Watsonville), Rainbow Recreation Center (Oakland), **Coachella Valley Housing Coalition (North Shore, Riverside County)**, City of Modesto Parks, Recreation and Neighborhoods Department (Modesto) and Riverview Elementary School (Lakeside, San Diego County).

In honor of Chavez's commitment to community building and service, all aspects of the builds will have heavy community involvement. Committees comprised of local children, teachers and parents have organized volunteer recruitment, site preparation and safety/logistics for each of the builds. Planning for the playgrounds began in February, when children from each community met with organizers from KaBOOM! and CaliforniaVolunteers to draw their "dream" play spaces. The children's drawings were used to create the final play space designs. Children have participated in a series of lessons regarding Chavez's life that will culminate the day of the build. To make sure that the play space is a lasting monument to Chavez's teachings, a unique mural will be painted at

each site. Community volunteers will also build picnic tables, benches, shade structures and take part in landscaping projects.

CaliforniaVolunteers

CaliforniaVolunteers is the state office that manages programs and initiatives to increase the number of Californians involved with service and volunteering, including the state AmeriCorps program, California Citizen Corps and the Cesar Chavez Day of Service and Learning. Through the innovative Web site, CaliforniaVolunteers.org, individuals and families can find more than 40,000 volunteer opportunities throughout the state involving the arts, education, animals, disaster preparedness, the environment and other areas of interest. Karen Baker, the nation's first state cabinet secretary of service and volunteering leads the organization and First Lady Maria Shriver serves as the honorary chairperson. For more information, please visit www.CaliforniaVolunteers.org.

KaBOOM!

KaBOOM! is a national nonprofit organization that envisions a great place to play within walking distance of every child in America. Over the past decade, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,100 new play grounds, skateparks, sports fields and ice rinks across North America. KaBOOM! also offers a variety of resources, including a website and online community, regional and national trainings, grants and publications for communities that wish to plan a new playspace on their own. Headquartered in Washington, D.C., KaBOOM! also has offices in Chicago, Atlanta and San Mateo, California. For more information, visit www.kaboom.org.

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Located in Indio, California, about one hundred miles east of Los Angeles, the Coachella Valley Housing Coalition (CVHC) is an award-winning non-profit housing development corporation dedicated to helping low and very-low income families improve their living conditions through advocacy, research, construction, and operation of housing and community development projects. CVHC has constructed more than 3,100 homes and apartments for low-income households in Riverside and Imperial Counties. In addition, CVHC has developed childcare centers, after-school programs and computer technology centers. It operates various services for its tenants and others including Ballet Folklorico and mariachi classes, English as a Second Language and Citizenship classes, an art program, and tennis and recreational programs. For more information, visit www.cvhc.org