



News Release

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Cast members of Hulu Original *East Los High* to help Little by Little School Readiness Program celebrate 100,000 children getting ready for kindergarten

LOS ANGELES, October 13, 2015 – TOMORROW, *East Los High* cast members and early literacy partners will come together to celebrate the Little by Little School Readiness Program's success in assisting over 100,000 children in LA County become better prepared for kindergarten and lifelong success. Little By Little, a program of Public Health Foundation Enterprises (PHFE), helps low-income children and families avoid the '30 million word gap' and resulting lifelong disparities that have been shown to develop between low and high income children before they reach kindergarten.

In California, 73% of 4th graders are not proficient in reading and this number increases to 85% in high-poverty schools. Little by Little is an evidence-based program that helps children and families forge essential home literacy habits, improve language skills and prepare children for success. During their visit to one of 10 WIC sites in Los Angeles County, program participants receive age-appropriate developmental handouts, books, safety item and referrals to community resources. The average cost to provide this highly effective program to each child is only \$52 annually! Little by Little is funded by First 5 LA.

As part of this community celebration marking the success of LBL, guests will have an opportunity to meet with representatives from many other early literacy and health partners, including ABC Mouse, Choose Health LA Kids, Early Head Start, Infinity Insurance-Read Conmigo and the Los Angeles Library.

Wednesday, October 14, 2015

10:00 a.m. – 11:30 a.m.

WHO: *East Los High* cast members Danielle Vega, Alex Rodriguez, Gabriel Chavarria, Ashley Campuzano, Vannessa Vasquez

First 5 LA Commission Representative, Suzanne Bostwick, Director of Maternal, Child and Adolescent Health Programs, LA County DPH

Public Health Foundation Enterprises (PHFE) President & CEO, Blayne Cutler, MD, PhD

Magic Johnson Foundation Vice President, Shane Jenkins

PHFE-WIC Executive Director, Kiran Saluja, MPH, RD

WHAT: Media are invited to interview guest speakers as well as staff and families participating in the Little by Little School Readiness Program.

WHERE: PHFE-WIC Center, Angelus Plaza
3648 E. Olympic Boulevard, Los Angeles, 90023

About First 5 LA

Established in 1998 after the approval of California Proposition 10, First 5 LA's mission is to keep more L.A. County children ages 0 to 5 physically and emotionally healthy, ready to learn, and safe from harm.