



United Way of
San Luis Obispo County



What's raised in SLO County stays in SLO County!

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NEWS RELEASE

FOR IMMEDIATE RELEASE
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BORN LEARNING TRAIL INSTALLATION AT OCEANO ELEMENTARY POSTPONED

San Luis Obispo, Calif. – Due to impending weather, United Way of San Luis Obispo County will dedicate the Born Learning Trail at Oceano Elementary School at 1:00 p.m. on December 17, 2009, a week later than originally scheduled. The trail is part of an innovative public engagement campaign called Born Learning, designed to help parents, caregivers and communities provide young children with early learning opportunities.

The trail features ten bilingual stations along the sidewalk surrounding the school that suggest activities that encourage everyday, teachable moments with young children. It is a fun, interactive series of outdoor games on colorful engaging signs which help adults and children explore and learn together, turning an ordinary outing or daily walk to school into fun learning opportunities. The trail encourages the caregiver to follow the child's lead, building the child's curiosity and confidence and reinforcing the learning already underway. Based on the latest early childhood research and approved by national early learning experts through United Way Worldwide, the Born Learning Trail is designed to help adults interact with children to boost language and literacy development and to help caregivers understand how to best support early learning in everyday, outdoor moments.

The Born Learning Trail is made possible through collaboration between PG&E, First 5 San Luis Obispo County, Bank of America, the San Luis Obispo County Child Care Planning Council, San Luis Obispo Child Abuse Prevention Council, Lucia Mar Unified School District, Home Depot and United Way of San Luis Obispo County.

For more information about Born Learning, visit www.bornlearning.org.

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This news release is available on the United Way of San Luis Obispo County website at
<http://www.unitedwayslo.org/News/index.html>