



United Way of
San Luis Obispo County



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NEWS RELEASE

FOR IMMEDIATE RELEASE
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UNITED WAY OF SAN LUIS OBISPO COUNTY UNVEILS BILINGUAL *BORN LEARNING TRAIL*

San Luis Obispo, CA – United Way of San Luis Obispo County dedicated a trail at the entrance of Oceano Elementary School on December 17, 2009 as 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 Born Learning campaign is designed specifically to help young children prepare for and succeed in school.

Students from the Oceano Elementary School Student Council and First 5 preschool program joined District 4 Supervisor Katcho Achadjian, PG&E Corporate Relations Representative John Lindsey, Oceano Elementary School Principal Ron Walton, and United Way of San Luis Obispo County CEO Rick London in opening the trail.

The Born Learning Trail at Oceano Elementary is the first bilingual trail in the county, and features ten stations along the sidewalk surrounding the school. It is a fun, interactive series of outdoor activities 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 parent or 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 them understand how to best support early learning every day.

The 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 <http://www.unitedwayslo.org/BornLearning/index.html>.

Photo Attached: Students from the Oceano Elementary School Student Council and the First 5 preschool program joined District 4 Supervisor Katcho Achadjian, PG&E Corporate Relations Representative John Lindsey, Oceano Elementary School Principal Ron Walton, United Way of San Luis Obispo County CEO Rick London, First 5 Commissioner Carol Capito and others in cutting the ribbon for the Born Learning Trail.

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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>