

## P R E S S   R E L E A S E

**FOR IMMEDIATE RELEASE:**  
**January 23, 2014**

**Contact: Debbie Peel**  
**530) 229-8304**

---

### 3 NEW COMMISSIONERS APPOINTED TO FIRST 5 SHASTA

REDDING-----Three local leaders have joined the First 5 Shasta Commission. Each one is eager to contribute their expertise to the decisions and investments that are creating a pathway to success for local young children. New commissioners Cindy Vogt, Joe Ayer, and Susan Morris Wilson have been appointed to the Commission by the Shasta County Board of Supervisors. Each will serve a three-year term helping to determine how Proposition 10 tobacco tax funding can best meet the needs of Shasta County's youngest residents.

The 1998 passage of Proposition 10 (The Children and Families Act) by California voters established a unique revenue stream that is dedicated to enhancing and improving the lives of California's young children from birth through age five. As stewards of Proposition 10 funding, First 5 Shasta supports programs, services, and activities that benefit children in Shasta County, nurturing a growing investment that is both timely and necessary. Vogt, Ayer, and Wilson are joining a group of Commissioners intent on focusing First 5 Shasta investments where the dollars and efforts can do the most good, cognizant of both immediate and long-term results.

Cindy Vogt is a case manager at California Heritage Youth Build Academy where she works daily with young adults, many who are parents pursuing a high school diploma. Joe Ayer is Administrative Director at BloodSource, a parent and foster parent, and keenly interested in early education and community engagement. Susan Morris Wilson provides Executive Director leadership to both Right Road Recovery Programs, Inc. and the Youth Violence Prevention Council. She served for many years on the Shasta County Board of Education and aims to contribute to shifts in public policy concerning young children in Shasta County.

"It is invigorating to integrate the fresh ideas of our new commissioners with the dedicated wisdom of our continuing commissioners," says Joy Garcia, Executive Director at First 5 Shasta. "First 5 Shasta and the children in our community will benefit from the experience, knowledge, and passion these commissioners bring to the table."

The First 5 Shasta Commission meets on the fourth Monday of each month and members of the public are welcome to attend. A meeting schedule and minutes from each meeting are available at [www.first5shasta.org](http://www.first5shasta.org).

First 5 Shasta was established after California voters approved Proposition 10 in 1998, adding a 50-cent tax on tobacco to fund programs and activities that support early childhood development and school readiness. To date, First 5 Shasta has invested over \$20 million in local programs, services, and activities that benefit children ages 0-to-5. Learn more: [www.first5shasta.org](http://www.first5shasta.org).

###

Shasta Children and  
Families Commission

1135 Pine Street, Suite 21  
Redding, California 96001  
(530) 229-8300  
Fax: (530) 229-8301  
[info@first5shasta.org](mailto:info@first5shasta.org)  
[www.first5shasta.org](http://www.first5shasta.org)