

PRESS RELEASE

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Advocates Named as “Champions for Families”

Sacramento, CA—April 10, 2006—Five individuals have been selected as CFRA Champions, an award given by the California Family Resource Association (CFRA) to persons whose work supports families. The five honorees are: **Senator Deborah Ortiz** (D, CA) for her work in creating family-supporting *State Policy*; **Steve Bennett** (Ventura County Supervisor), for his work in supporting family-supporting *Local Policy*; **Lise Maisano** (S.H. Cowell Foundation), for her career dedicated to family-serving organizations in the world of *Philanthropy*; **Robin Love** (San Francisco Family Support Network), for her tireless *Grassroots* efforts for families ; and **Alma Martinez**, for her work as a *Distinguished Parent*. Each of the five individuals works tirelessly to support families in their communities, demonstrating tremendous commitment to family-strengthening policies, programs, and/or grassroots work. Together, the honorees create a group that impacts families statewide, advocating for innovative public policies and putting children and families at the forefront of their efforts.

CFRA is a new statewide membership organization that represents the interests and needs of California’s family-serving organizations. It is the result of over two years’ strategic planning with philanthropic, government and community leaders throughout the state. CFRA’s mission is to advocate for programs and policies that support California’s children, families and communities by lending a cohesive voice to the state’s family serving organizations.

A reception and awards program will be held on Thursday, April 27, 2006 from 5:30 – 7 p.m. at the State Capitol Rotunda. The reception is a part of CFRA’s inaugural conference, *Families and Communities Thrive and Succeed: The Next Generation of Policy Advocacy in California*, on April 27-28, 2006 at the Sheraton Grand in Sacramento. This inaugural conference brings together California’s family serving organizations to promote policies that strengthen families and build communities’ capacity to help themselves. Featured presenters include Chantel Walker of the Marguerite Casey Foundation, Ralph Smith of the Annie E. Casey Foundation, Senator Deborah Ortiz, Assemblymember Dave Jones, and California HHS Secretary Kimberly Belshe.

For more information, please call Leticia Alejandrez at (916) 338-6633.