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FOR IMMEDIATE RELEASE

**Vons' \$10,000 Donation to Promises2Kids Kicks-Off Non-Profit's
'Follow the Red Brick Road' Fundraising Campaign**

*Assemblyman Nathan Fletcher and Hon. Susan Golding hail
Vons' donation and call for more foster care support*

SAN DIEGO (Oct. 7, 2009) – Promises2Kids, formerly the Child Abuse Prevention Foundation, graciously accepted a \$10,000 donation from Vons today. The ceremonial check presentation, held at the organization's Kearny Mesa headquarters, marked the official kick-off to the non-profit's "Follow the Red Brick Road" fundraising campaign, aimed at raising funds for programs that help abused and neglected children throughout San Diego County. State Assemblyman Nathan Fletcher (R-75th District) joined Promises2Kids President and CEO Hon. Susan Golding as Vons executives presented the check.

Vons was the first recipient of commemorative bricks as part of Promises2Kids' "Follow the Red Brick Road" campaign in honor of its support and advocacy of foster care programs in our region. Golding encourages other individuals and businesses to take part in the campaign by purchasing their own commemorative red brick for \$1,000 each, which will be engraved and permanently placed in the entranceway to Promises2Kids' headquarters. The fundraising campaign runs through the end of the year, or until the red brick entranceway is complete. Approximately 1,000 bricks are available for purchase.

"With the holidays just around the corner, this is the time of year when the community's support matters most," says Golding. "Vons' donation is a tremendous help to get our 'Follow the Red Brick Road' campaign off the ground and a true testament to their dedication to local foster care programs. We also can't thank Assemblyman Fletcher enough for his tireless efforts to get foster children the love and support they need."

Assemblyman Fletcher has been a longtime advocate for foster children statewide. In San Diego, he's an active supporter of the Angels Foster Family Network and Voices for Children, in addition to Promises2Kids. Legislatively, Fletcher was a coauthor of AB 12, the landmark *California Fostering Connections to Success Act* which extends foster care, kinship care and adoption assistance for foster youth from the cutoff age of 18 to 21 under certain circumstances.

"I fully believe that generosity can put an end to the cycle of struggle that challenges our foster youth," Assemblyman Fletcher says. "Greater investment in our kids' lives, mentorship connections and support beyond emancipation will yield great returns and prepare them to be healthy, thriving and contributing members of society. For nearly 30 years Promises2Kids has made that their mission. Today, I am proud to take part in their 'Follow the Red Brick Road' campaign and spread the message that generosity, in the form of one brick, can affect lasting change for San Diego's children and for California's future."

Other related bills Fletcher has supported include AB 82, which created a monitoring system for psychotropic medication prescribed to foster youth; AB 595, a bill that conformed California to the federal *Adam Walsh Child Protection and Safety Act* of 2006; and AB 1324 which protects foster children from identity theft.

Vons' \$10,000 donation was made on behalf of The Vons Foundation, an employee-supported program funded by voluntary payroll deductions. The generous grant will directly support Promises2Kids' "Guardian Scholar" program, which provides financial assistance for former foster youth seeking higher education. Each year, The Vons Foundation raises up to \$750,000 for organizations such as Promises2Kids.

"This is just an example of how corporations can step up and make a difference in their local communities," says Daymond Rice Director, Public Affairs & Government Relations at Vons. "Promises2Kids is the type of organization that we want to support, especially since foster care is one of the most overlooked, underfunded departments in our government. We commend both Promises2Kids and Assemblyman Fletcher for their efforts."

About Promises2Kids

Originally founded as the Child Abuse Prevention Foundation of San Diego County, Promises2Kids is a 28-year-old nonprofit organization. Since 1981, Promises2Kids has led the fight against child abuse and neglect in the County of San Diego. No other organization in the area offers such a broad array of support systems, nor does any other organization in the area offer such a wealth of opportunity to connect with a wide variety of resources, programs, and collaborative partners focused on eliminating child abuse. The Chief Executive Officer of Promises2Kids is the former two-term Mayor of San Diego Hon. Susan Golding.

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