



# Join First 5 California, Legislature in Announcing New Research and Public Campaign to Address Childcare Affordability

*First 5 California is set to hold a press conference to introduce a new initiative aimed at addressing the childcare affordability crisis in California.*

SACRAMENTO, CA, USA, August 16, 2024 /EINPresswire.com/ --

WHO: [First 5 California](#)

WHAT: First 5 California is set to hold a press conference to introduce a new initiative aimed at addressing the childcare affordability crisis in California. The campaign, called "[Raise CA Strong](#)," seeks to educate all Californians—whether they are parents or not—about the widespread effects of the current childcare crisis. The initiative will also emphasize the crucial role of childcare as an economic driver, highlighting how its accessibility directly influences workforce participation, business operations, and overall economic productivity. The ultimate goal of this effort is to see greater investment made to affordable and accessible childcare in California.

WHERE: 1315 10th Street  
State Capitol, Room 317  
Sacramento, CA 95814

WHEN: Tuesday, August 27, 2024  
9:30 a.m. to 10:30 a.m. PST

AGENDA:

9:15-9:30: Guest Arrival

9:30-10:00: Welcome + Kickoff Remarks

Jackie Thu-Huong Wong, Executive Director, First 5 California

Senator Nancy Skinner, Chair, Legislative Women's Caucus

Assemblymember Cecelia Aguiar-Curry, Vice-Chair, Legislative Women's Caucus

Dr. Corey Jackson, Assemblymember District 60

Assemblymember Kevin McCarty, District 6

Assemblymember, Eloise Gómez Reyes, District 50

Senator Caroline Menjivar, District 20

Senator Monique Limón, District 19

10:00-10:30: Interviews + Photos

#### PHOTO OPPORTUNITIES + INTERVIEWS :

Legislative Members

Jackie Thu-Huong Wong

Early Childhood Leaders

#### HOW TO ENTER:

If entering from the L street State Capitol entrance: Go through the security area and turn left down the main hallway to reach the elevator bank. Go to floor three and see room 317 in front.

If entering from the N street State Capitol entrance: Go through the security area and turn right down the main hallway. Walk through the rotunda area and to the second elevator bank on the right. Go to the third floor and see room 317 in front.

#### PARKING:

Garage parking is available on 10th and L Streets.

Street parking is available on N and L Streets.

#### About Raise CA Strong

Raise CA Strong is a movement building public support for greater access to affordable childcare for all families in California to promote the well-being, health and education of children, opportunities for families, and a strong economy. The Raise CA Strong effort is sponsored by First 5 California which also works to advance equity in early childhood education in California. For more information, please visit [www.raisecastrong.com](http://www.raisecastrong.com).

#### About First 5 California

First 5 California was established in 1998 when voters passed Proposition 10, which taxes tobacco products to fund services for children ages 0 to 5 and their families. First 5 California programs and resources are designed to educate and support teachers, parents, and caregivers in the critical role they play during a child's first five years--to help California kids receive the best possible start in life and thrive. For more information, please visit [www.ccfc.ca.gov](http://www.ccfc.ca.gov).

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