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## **PARENTS LAUNCH PHYSICAL ACTIVITY PROGRAM IN PITTSBURG**

*Grassroots group first made over park, now hope new program encourages families to use it*

### **WHAT:**

Improving the playground at De Anza Park in Pittsburg was just the beginning for the East County Regional Group.

Newly funded with a \$20,000 from the Kaiser Permanente Northern California Community Benefit Program, these parent advocates are now launching Pittsburg PACE, a new program to increase physical activity and promote neighborhood cohesion among young children and families in Pittsburg's Trident/De Anza Park neighborhood.

Pittsburg PACE will provide neighborhood families with low-cost t-ball and soccer classes for kids, while parents can enjoy free yoga, Zumba and a new neighborhood walking club.

The Regional Group advocated for the City of Pittsburg to install a new play structure at De Anza Park, which had not had a playground since vandals destroyed it in 2010. The City provided \$50,000 and the new structure was installed in April. The Pittsburg PACE programs will incentivize families to use the park more, get active and get to know their neighbors.

Pittsburg families are invited to attend the August 13 kick-off event to celebrate the park and new physical activity program. Come enjoy free Zumba and yoga classes, face painting, arts and crafts, relay races, and more family fun.

### **WHEN:**

**Saturday, August 13, 2016**

**10:30 a.m. to 1:00 p.m.**

### **WHERE:**

De Anza Park

East Trident Drive, Pittsburg

### **WHY:**

Physical activity and outdoor play is important for children's health and development, but not all children in East County have access to safe, usable parks and playgrounds. Crime, vandalism, and unsafe conditions have prevented families from enjoying De Anza park – until now. This grassroots group of parents aims to increase children's access to outdoor play by improving one East County park at a time.

**BACKGROUND:**

First 5 Contra Costa helps young children start school healthy, nurtured and ready to learn by investing in programs and activities focused on children during their first five years, the most important time in children's development. Since 2000, First 5 Contra Costa has invested more than \$130 million in Proposition 10 tobacco tax funds to help Contra Costa's children get the best possible start in life. First 5 supports three Regional Groups of parents dedicated to making their communities healthier and safer for families. Learn more: [www.first5coco.org](http://www.first5coco.org).

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