



Success By 6® Leadership Team

Gretchen Pierce, Chair
Hult & Associates

Janice Eberly, Vice Chair
Burger King Restaurants /
Mohawk Associates, Inc.

Marie Baker
Community Leader

C.A. Baskerville
Lane County Health & Human
Services

Carolyn Chambers
Chambers Communications

Dan Close
University of Oregon

Judy Cunningham
South Lane School District

Lois Day
Department of Human Services

Pastor Greg Flint
First Congregational Church

Gerry Gaydos
Gaydos, Churnside & Baker

Commissioner Bobby Green
Lane County

Kent Hunsaker
Bethel School District

Jon Jaqua
McKenzie Oaks Ranch

Jamon Kent
Springfield School District

Marilyn Klug
PeaceHealth

John Lively
Symantec Corporation

Mary Ann Moore
Community Leader

Judy Newman
EC Cares

Roy Orr
McKenzie-Willamette Hospital

Jean Phelps*
Relief Nursery

Dan Reece
PeaceHealth

Rob Rockstroh
Lane County Health & Human Services

George Russell
Eugene School District 4J

Minalee Saks*
Birth To Three

Jennifer Solomon
JLS Communications, Inc.

Mayor Jim Torrey
City of Eugene

Ann Yerkes
Bank of America

Jay Zirkle
Zirkle, Long & Trigueiro, LLC

*Ex-Officio

United Way of Lane County
3171 Gateway Loop
Springfield, OR 97477
PH: 541-741-6000
FAX: 541-726-4150

Media Advisory

Nov. 15, 2001

Contacts: Kate Kloos, Success By 6 Initiative, 741-6000
Bev Mayhew, The Ulum Group, 434-7025

- ***Cherish Every Child* Media Campaign Unveiled**
- **Status Report of Lane County Children Presented**
- **The Impact of Today's Economy on Children Reported**

When: Friday, Nov. 16, 2001
7:30 - 9 a.m.

What: A high-profile public service campaign (ala Mothers Against Drunk Driving) aimed at preventing child abuse and neglect will be launched. Copies of the ads will be available in radio, television and print formats.

Lane County Commissioner Bobby Green will present a NEW report on the status of Lane County children.

Mayor Jim Torrey will discuss today's economy and its impact on Lane County children and families.

Why: Lane County's current rate of child abuse and neglect is considerably higher than the state's current rate, and nearly three times Oregon's 2010 benchmark rate. More background information about this issue and the Success By 6 Initiative will be available at the event.

Where: Valley River Inn
North McKenzie Room

Success By 6® Initiative Mission: To mobilize Lane County families, organizations, and communities in a unified effort to assure that all our children are **safe, healthy, cherished** and **enter school ready to learn**.