



## PRESS RELEASE

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### **PVPSA Awarded \$10,000 by Santa Cruz County Law Enforcement Chief's Association**

*Pajaro Valley Prevention and Student Assistance, Inc. to use funds to support Youth Violence Prevention Efforts in Watsonville and surrounding areas.*

**Watsonville, CA, October 27, 2016** – Watsonville based non-profit agency, Pajaro Valley Prevention and Student Assistance, Inc. (PVPSA), received a pleasant surprise this week. The Santa Cruz County Law Enforcement Chief's Association comprised of the Sheriff-Coroner, County Probation Department, District Attorney, State Parks, California Highway Patrol, Capitola Police, Santa Cruz Police, UCSC Police and Watsonville Police have generously awarded PVPSA \$10,000. "We are extremely grateful to the Santa Cruz County Law Enforcement Chief's Association and especially to Watsonville Police Chief, David Honda, for considering us for this award. Our agency is dedicated to working in partnership to create safe and healthy neighborhoods through youth violence prevention efforts utilizing various approaches and these funds will support implementation of those efforts" said Erica Padilla-Chavez, CEO of PVPSA.

Chief Honda recommended PVPSA for the funding, stating "With a third of Watsonville's population under the age of nineteen we have to do everything we can to invest in our youth. They are our future leaders and we have to provide every opportunity for ALL of them to be successful." Adriana Mata, Program administrator for Prevention Services at PVPSA stated that a portion of the funds will go to support the ***Empowering Youth and Families Conference to be held on Saturday, November 5<sup>th</sup> at Watsonville High School***. This conference is in support of the Watsonville Youth Violence Prevention Initiative and is focused on engaging youth and families. The free community conference will feature Keynote Speaker, Jerry Tello, internationally known author and expert on fatherhood, family strengthening, community peace and mobilization and culturally based violence prevention/intervention strategies. Workshops for parents and youth, led by local experts are offered during the day, as well as a resource fair highlighting local agencies and support services. The event begins at 8:30 am at WHS. Following the event, participants will be invited to join the Peace & Unity March.

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