



**FOR IMMEDIATE RELEASE**  
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## **PRESS RELEASE**

# **CEDC TO HOST A COMMUNITY EVENT TO EMPOWER PEOPLE WITH FINANCIAL AND EDUCATIONAL RESOURCES**

*Youth and parents will learn how to plan for a successful future—educationally and financially—at its “Family Learning Institute” event.*

**Ventura, CA**—Cabrillo Economic Development Corporation (CEDC) will host its annual NeighborWorks® Week event on Saturday, June 9, 2012 from 9 a.m. to 2 p.m. at Ventura College. This year’s free event is titled “Building Family Power from Home to Community” and will focus on empowering families to achieve their goals of financial and educational success, and give them motivation and tools to enhance the process.

Through interactive workshops and a resource fair, community members will learn about saving money for a brighter future and learn about what it takes to achieve higher educational goals, such as attending college. Community members will also have the opportunity to learn how to harness ‘the community leader within’ to improve their community and surrounding communities. The event, which is open to the public on a first-come, first-served basis, and will include workshops; music; food provided by El Pescador, Panera and Fresh & Easy; a community and financial services resource fair; giveaways, and children’s activities.

Since 1998, CEDC has been a proud member of the NeighborWorks® network ([www.nw.org](http://www.nw.org)) through its affiliation with NeighborWorks® America, a national intermediary that provides funding and technical assistance to Community Development Corporations (CDCs) across the country. National NeighborWorks® Week (NWW) — now in its 29th year — is a celebration of the accomplishments of the NeighborWorks® network. This is the 11th consecutive year that CEDC has participated in NWW. NWW usually entails hosting an event of some kind, often assisting a neighborhood in coordinating a revitalization or community project. Past NWW revitalization projects have taken place in Oxnard, Ojai, Santa Paula, El Rio, Piru, Fillmore and Ventura and have included renovating a maternity home, rehabilitating homes with paint and landscaping, and planting a community garden. CEDC’s NWW event last year was a family festival and resource fair in Oxnard’s Plaza Park, and served as both CEDC’s annual NWW event and as a celebration of CEDC’s 30 years of service to the community.

Scheduled as keynote speakers at this year's event are Maricruz Hernandez, Principal at Channel Islands High School and Oscar Hernandez, Principal at Hueneme High School. The Hernandez siblings were raised in Ventura County, and have achieved great success as educational leaders and role models at local schools.

"We are thrilled that Maricruz and Oscar will be speaking at this wonderful community event," says Nancy Conk, CEDC's CEO. "Their personal and professional stories demonstrate educational success that attendees can learn from and be inspired by. We also are looking forward to presenting a wide variety of resources and tools that will enable individuals, especially those who may be from lower-income families, to gather knowledge, and take advantage of our home ownership workshops, lending and reality services, and community leadership tools, and be inspired to embark on the path to achieving their goals."

At the event, attendees will also get connected with beneficial resources and services, such as CEDC's NeighborWorks® Homeownership Center (HOC) and other CEDC services, community leadership, education and financial coaching. Some of the workshops at the event will include such topics as "Co-powering Communications for Youth & Adults," "Improving Access to Higher Education," and Droppin' Knowledge: Murals as Community Learning Projects." Other workshops include: "Becoming Debt Free for Life," "Money Matters for Youth," and "Creating Savings for your Future."

The event will also serve as an opportunity for community service and education agencies, organizations and businesses to engage in deepening connections to foster collaboration to improve our community. The following partners, organizations and vendors are scheduled to participate in the event: Pacific Oaks Federal Credit Union; Big Brothers, Big Sisters; Cal Fresh; Food Share; California Department of Rehabilitation; The Partnership for Safe Families and Communities; Young Leaders Society; Friday Night Live; Future Leaders of America; National University; Rainbow Connection Family Resource Center; Tri-County Glad; Ventura County Behavioral Health; and VIPS Program in Partnership with Telecore Corporation.

All proceeds from the event will benefit CEDC's Youth Individual Development Program. This cutting-edge financial empowerment program (administered by CEDC's HomeOwnership Center staff) coaches youth on the importance of saving and teaches them how to be financially independent so that they can eventually purchase high-return, productive assets such as owning a home or small business, or invest in their future through higher education.

CEDC encourages all who might benefit from the event to attend. CEDC also has volunteer and sponsorship opportunities at the event and encourages people to contact us to find out how to participate call Rena Sepulveda at (805) 672-2597, or e-mail [rsepulveda@cabrilloedc.org](mailto:rsepulveda@cabrilloedc.org). You can also find the event page by going to CEDC's Facebook, and clicking on the event tab.

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CEDC is a private non-profit affordable home and community development corporation that provides comprehensive housing services, through a community building approach, in Ventura and Santa Barbara Counties. Since its incorporation in 1981, CEDC has built more than 1,483 units of affordable for-sale and multi-family rental homes, manages 822 affordable rental units, and has assisted more than 8,000 individuals and families with homeownership education, counseling and lending services. CEDC is a chartered member of NeighborWorks®, a national network of more than 230 community development and affordable home developers. This year marks CEDC's 31st year of operation. See what else CEDC is doing by visiting <http://www.cabrilloedc.org/>.

