

BUSINESS NEWS

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Now in its 25th year of service to the community, AIDS Assistance Program of Palm Springs remains dedicated to providing nutritional support to improve the quality of the lives of people living with HIV/AIDS and other chronic illnesses. Initiated by a small group of concerned citizens led by the late Gloria Greene and Jeannette Rockefeller, AAP provides nutritional support to members of the community with low incomes. For more information, please call (760) 325-8481 or visit aidsassistance.org.

CHILDREN'S DISCOVERY MUSEUM OF THE DESERT HOSTS A SPRING FUNDRAISER WITH A FAMILY GAME NIGHT SPONSORED BY MITCH'S ON EL PASEO

Children's Discovery Museum of the Desert will host a spring fundraiser with a Family Game Night on Friday, May 13 from 5:30 p.m. to 8 p.m. and showcase its newest interactive exhibit "Playing Together: Games." Admission is \$20 per person or \$70 for a family of four. This event is sponsored by Mitch's on El Paseo.

"All families are invited to this event to experience the fun ways they can play and learn together at the Museum," said Carol Scott, Chief Executive Officer of Children's Discovery Museum of the Desert. "We encourage them to use the exhibit as an educational tool as it teaches young museum-goers about games kids play around the world."

"Playing Together: Games" is a full-scale, colorful exhibit featuring classics like tic-tac-toe, dominoes, hopscotch, table ice hockey, Mancala, chess and checkers on an oversized board with giant pieces. Favorites from around the world are also included, such as Nine Men's Morris, Figs in a Pen, Skittles, Dutch shuffleboard, Senet and Bot-Tin.

The event will feature golf professionals from local resorts that will give instructions using SNAG (Starting New At Golf), a program designed to teach golf fundamentals to players of all ages. Kids can also play soccer in giant clear inflatable balls and safely bounce and roll around, in partnership with Desert Bubble Ball.

Additionally, Family Game Night will feature prize drawings and gift cards from various restaurants around the Coachella Valley and attendees can purchase food and beverages from the onsite Carl's Jr food truck.

Games of strategy, math, physical coordination and luck are featured throughout the exhibit and will reinforce cooperation, teamwork and critical thinking while trying and learning new things.

For more information, visit www.CDMOD.org or call (760) 321-0602.

FIRST-5 GRANT TO FUND WATER-SAFETY PROGRAMS THROUGHOUT RIVERSIDE COUNTY

In many cases, the scenario could end in tragedy. But thanks to a \$198,000 grant, Riverside County health officials are hoping to prevent the potential loss of lives. The funding, which the Riverside County Board of Supervisors recently accepted, will pay the cost of "self-rescue" courses for as many as 50 infants up to 18 months old. The grant is from First 5 Riverside, the Riverside County Children & Family Commission.

As part of National Drowning Prevention Month, the Board of Supervisors received an update on countywide drowning prevention efforts by the Riverside County Water Safety Coalition. The coalition includes more than a dozen county departments and related agencies, including First Five Riverside. The coalition's unveiled its most recent video production, which details the story of Darnay Smith, a Riverside County teen who almost drowned when he was 2-1/2 years old.

Through the new self-rescue program and under the watchful eye of an instructor, infants become familiar with water and eventually learn techniques to prevent drowning

if they happen to fall into a pool or spa. The classes will be offered at various locations in the county. The grant runs through November and is being administered through the Injury Prevention division of Riverside University Health System - Public Health.

It also will pay for water safety workshops for hundreds of caregivers and public health employees who work with families. Funding will also pay for 1,800 water safety tool kits, which include window and door locks, educational materials and whistles for those who are designated as "water watchers."

"There is no telling how many lives will be saved because of the programs this funding provides," said Sarah Mack, public health director.

For more information about how to prevent children from drowning, go to <http://rivcowatersafety.org/>.

JFS OF THE DESERT PARTNERS WITH PALM SPRINGS UNIFIED SCHOOL DISTRICT (PSUSD) THROUGH "KIDSFIRST HEALTHY LIFE PROGRAM"

Jewish Family Service of the Desert, through their Kids First Healthy Life Program, recently finished providing Cycle 2 of a Preventive Mental Health Curriculum to 4th and 5th Graders in Palm Springs Unified School District. By the time they complete the final cycle in May they will have delivered the curriculum to over 1,500 4th and 5th grade students in PSUSD. The KidsFirst Healthy Life Program is funded by the City of Palm Springs, Annenberg Foundation, Kaiser Permanente Riverside Medical Center and Agua Caliente Band of Cahuilla Indians.

"The curriculum we use is a nationally recognized, comprehensive evidence-based curriculum developed by Botvin Life Skills. The program was selected by PSUSD Student Assistance Program to give children the coping and problem solving skills they need to recognize, process and resist influences that will come their way as they enter middle school," states Maureen Forman, Executive Director of JFS of the Desert. "Peer pressure to use substances at this young age is stronger than ever and we want to provide children with the tools they need to make positive and healthy decisions for themselves. JFS is honored to have been selected to provide this critical information to PSUSD students," Forman adds.

Palm Springs Unified School District is proud to have Jewish Family Service of the Desert as a community partner. "We are happy to have had a long standing and collaborative relationship in the implementation of Elementary Counseling and Life Skills lessons provided for the students of PSUSD through their Kids Healthy Life Project. The counseling has filled a gap in services for some of our neediest children and the Life Skills lessons provide a strong foundation for our children as they approach middle school. PSUSD appreciates the support and collaboration with JFS and look forward to working together on future programs and projects. They have been an amazing organization that has stepped up to fill the gap in services," says Jane Mills, Director of Student Services for PSUSD.

For over 30 years, JFS of the Desert has provided services throughout the Coachella Valley to those in need, regardless of religion, age, income, ethnicity or life style. JFS services and programs are made possible through the financial support of Jewish Federation of the Desert, Desert Healthcare District, Kaiser Permanente, United Way of the Desert and other grants and the generous support of donors. Most of the nearly 4,000 men, women and children served are from low-income households. They rely on JFS for low cost mental health counseling, crisis intervention and food support. JFS provides isolated, homebound seniors with care, transportation and enrichment activities. JFS also offers counseling and substance abuse education in local elementary schools and is also the largest provider of social services to the local Jewish community.

JFS is located in Palm Springs. For information visit www.jfsdesert.org or call (760) 325-4088. 