

PRESS RELEASE

April 4, 2011

For Immediate Release



VOICES WILL BE HEARD – West Covina, CA

In Los Angeles County, more than 27,000 children are found to be abuse or neglected, according to the Court Appointed Special Advocates for Children. More importantly, the aim to curb and prevent child abuse among Asian American and Pacific Islander is critical in the changing trends of population growth in Los Angeles County.

With growing Asian American and Pacific Islander communities in Southern California, particularly in San Gabriel Valley, the **API Child Youth and Families Council (API CYFC)** is committed to bringing to light the needs of AAPI communities, especially since many of these communities may be stereotypically dismissed because of the model minority myth. The Council's focus is on **child abuse prevention** among AAPI communities, and is a member and affiliate of the larger Los Angeles Child Abuse councils and Los Angeles Department of Children and Family Services. The Council is comprised of several AAPI service organizations.

The Council has developed a child abuse prevention PSA to be aired in the months of April (child abuse month) and May (API heritage month).

The press conference for the viewing and release of this PSA on API child abuse is confirmed on **Friday, April 15, 2011, 1-3pm**, at Senator Ed Hernandez's office in West Covina.

Senator Ed Hernandez, O.D., 24th District
100 S. Vincent Ave., Ste 401, West Covina, CA 91790
Press Conference - Chase building, Foothill Transit Board Room, 2nd Floor
Phone (626) 430-2499, Fax (626) 430-2494

Speakers will include Senator Ed Hernandez, elected officials, representatives from the API Child Youth and Families Council (API CYFC) and residents, and more information and statistics will be shared.

Please invite others including any members of the press, both mainstream and ethnic media, community leaders, elected officials, and concerned residents to attend the press conference.

Please RSVP by Wednesday, April 13, 12pm via email to wjen@pacificclinics.org.

For further information, contact:

Wenli Jen, Ed.M., Program Director
Prevention Programs
AAFEN, ACTION, SCALE
Pacific Clinics- Asian Pacific Family Center
9353 E. Valley Blvd. Rosemead CA 91770
wjen@pacificclinics.org
626-287-2988 ext. 141

