



**FOR IMMEDIATE RELEASE: September 30, 2019**

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**PROGRAMS FOR PARENTS, INC. ANNOUNCES DONATION OF BABY MONITORS COURTESY OF PANASONIC CORPORATION OF NORTH AMERICA**

Newark, NJ: September 30, 2019 Programs for Parents, Inc. received a donation made courtesy of Panasonic Corporation of North America. On August 1, 2019, the Newark, NJ-based tech company donated 149 Baby Monitors to Programs for Parents.

"We know there are a range of decisions and costs associated with welcoming a new baby, and families are often consumed with ensuring they have the basic necessities. Our corporate culture is anchored in contributing to society and we want this contribution to give those families one less detail to worry about," said Alejandra Ceja, Executive Director Panasonic Foundation and Office of Corporate Social Responsibility.

The baby monitors are great incentives that will allow Programs for Parents to expand its outreach to parenting and expectant teen parents; as well as pregnant women and parents of infants and toddlers who attend its parent education workshops, trainings and conferences. Monitors will be distributed onsite to parents who have children enrolled in Early Head Start and State Funded Infant and Toddler Early Education Programs. This generous contribution will also play a key role in the continued success of Programs for Parents' Annual Teen Parent Summit and Teen Parent Support and Education programs.

Programs for Parents sponsors the annual Teen Parent Summit in partnership with Rutgers University Newark, Newark Public Schools; and neighboring local school districts (Irvington, East Orange and Orange) in Essex County. The summit's objective is to support and empower responsible teen parents. The Teen Parent Support and Education Program is offered onsite at Newark, East Orange and Irvington High Schools. The program is based on the nationally recognized, evidence-based Strengthening Families approach to reduce risk factors and promote infant-child and family well-being. The purpose of both Teen Parent initiatives is to ensure that teen parents, pregnant teens and teen fathers receive accurate information about parenting and child development; and make connections to appropriate community resources, education, and career training opportunities. Programs for Parents gifted Panasonic Baby Monitors to parenting teens, and teen fathers that have children birth to 18-months old; enrolled at Brighter Tomorrows Children's Academy and Enrichment Center, located at Central High School.

Programs for Parents gifted Panasonic Baby Monitors to parenting teens, and teen fathers that have children birth to 18-months old; enrolled at Brighter Tomorrow's Children's Academy and Enrichment Center, located at Central High School. The infants and toddlers also, received complimentary onesies and bibs, courtesy of Programs for Parents; displaying the Programs for Parents logo and #PanasonicCares.



Mrs. Mary Clark - Petty, Brighter Tomorrow's Director, Newark Public Schools' Assistant Superintendent for the High Schools, Dr. Mario Santos, Samantha Lott-Velez, Executive Director, Office of Early Childhood and Dr. Sharnee Brown, Principal of Central High School, Newark N J; joined Dr. Beverly Lynn, CEO of Programs for Parents at the gifting event.



“The Newark Board of Education’s Office of Early Childhood is so grateful for partnerships like this that work hard to bring resources to our families. With these monitors, our teen parents will have the resources they need to ensure their babies are safe. Thanks to the Panasonic Foundation and Program for Parents, we were able to make that happen;” said Samantha Lott-Velez, Executive Director, Office of Early Childhood #NewarkPrek



Programs for Parents is thankful for this opportunity to partner with Panasonic North America (PNA) Office of Corporate Social Responsibility to support and provide resources to children, parents, and families in Essex County.

“On behalf of parents and teen parents, I would like to express our sincere thanks to Panasonic for your charitable donation of baby monitors. I’m sure our parents, families and teen parents will be most appreciative of this valuable gift. When we come together, leverage our resources and work cooperatively; great things can happen on behalf of the children, parents and families within our community;” said Dr. Beverly Lynn, CEO of Programs for Parents.

Programs for Parents; Inc. (PfP) is a non-profit organization which works to ensure that children get the best possible start in life. They support children, families and child care providers, in Essex County, through advocacy and action; offering education, referrals, sharing best practices and access to available financial resources.

For more information, press only:

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