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

**City of Caldwell Launches Local Events Resource**  
“We the Family” simplifies access to free, local family events

CALDWELL, Idaho – August 31, 2018. The City of Caldwell is launching a new resource that streamlines the search for free and low-cost, interactive, family-oriented events in Caldwell. ‘We the Family’ will give busy parents and caregivers easy access not only to a targeted events calendar, but also to resources for parenting, helping kids and teens succeed at school, and having fun together.

Researchers who study child and family well-being have found that adverse childhood events, or ACEs, take a toll on children that may take years to overcome. An environment rich in protective factors can reduce the effect of ACEs and improve the lives of kids. Protective factors include parental resilience, knowledge of parenting and child development, social connections, concrete support in times of need, and social-emotional competence. ‘We the Family’ highlights activities that can build social connections, and provides links to parenting and family support resources.

An outgrowth of the City’s Youth Master Plan group, ‘We the Family’ is accessible via Facebook (@WetheFamilyCaldwell) and the City’s website and Instagram pages. Committee chair, Fiona May, encourages searching for the hashtag #FamilyCaldwell in Facebook. “We will continue to add resources as time goes on,” May notes. “Community partners are also including the hashtag in their social media postings as events are promoted.” ‘We the Family’ is a joint project of the City, Caldwell Public Library, Indian Creek Plaza, Advocates Against Family Violence, Love Caldwell, Family Advocates, Sacajawea Community School, Southwest District Health, and the Caldwell Y.

“The City of Caldwell is all about making this community a wonderful place to live, work, play, and raise a family,” states Caldwell Mayor, Garret Nancolas. “In conjunction with this outlook as our bottom line, the ‘We the Family’ campaign seeks to be a gateway to local family adventures for the citizens of Caldwell. I applaud the many community partners that have banded together behind this campaign to make low-to-no-cost interactive events and activities a priority for all our families, in all their forms.”

**About the City of Caldwell’s Youth Master Plan:** In 2011, the City of Caldwell adopted a Youth Master Plan to strengthen and empower youth and families (<http://www.cityofcaldwell.org/live/youth-master-plan>). Honored as one of America’s “Best Communities for Young People,” Caldwell strives to provide easy access to resources that build strong families.

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