



Early Childhood
CARES

June 5, 2014
Cyd Dutcher
KEZI-TV
P.O Box 7009
Springfield, OR 97475

Dear Cyd,

According to a study conducted by the Centers for Disease Control and Prevention, the prevalence of developmental disabilities in children has increased 17.1 percent in the last 12 years.

Kappa Kappa Gamma sorority at the University of Oregon is hosting a Dodgeball tournament to raise donations for the local organization Early Childhood CARES. The tournament is held on Saturday, February 14 and works to promote awareness regarding childhood developmental disabilities. Early Childhood CARES is an organization that provides early intervention and early childhood special education services to infants, toddlers and preschool age children in Lane County.

I have included a news release for the Dodgeball tournament, a backgrounder on Early Childhood CARES and a fact sheet on the event. A story on this tournament would be extremely beneficial in educating and informing the public regarding the increasing need for specialized health services for children with developmental disabilities. This event will additionally provide excellent visuals for a TV report.

I will give you a call in the next few days if I don't hear back from you to gauge your interest. I can be reached at (425) 314-3183 or by email at psiegall@uoregon.edu. Thank you for your time and consideration.

Sincerely,

Paige Siegall
Director of Public Relations
(425) 314-3183
psiegall@uoregon.edu