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NEWS 09

CALIFORNIA PAINTS CONTRIBUTES TO BOSTON CHILDREN'S MUSEUM'S BORN LEARNING TRAIL

ANDOVER, MA (AUGUST 20, 2009)- California Paints, a quality manufacturer of paints, zero VOC coatings, and exterior stains, is proud to be a part of the United Way's Born Learning Trail located at the Boston Children's Museum. California Paints donated all paints to the Boston Children's Museum, which were used to decorate each separate activity that makes up this educational trail. "The Born Learning Trail is an engaging path of interactive activities promoting the fact that children are born learning," Kacy Hughes, Boston Children's Museum's Senior Project Manager explained. "It highlights the role that parents and caregivers can play in a child's development."

The United Way of America, an organization focused on bettering local chapter communities for children and families formulated the idea of the educational trail. Sponsored by United Way of Massachusetts Bay and Merrimack Valley, Massachusetts' first ever Born Learning Trail was launched at the Children's Museum August 12th. The trail encourages language and pre-literacy skills, motor skills and school readiness and is free and open to the public.

The National Center for Education Statistics' 2009 survey found that children living in poverty are less likely to have someone read to them and low-income children can begin kindergarten 1-2 years behind their peers. "We are pleased to donate to such a fine cause and proud to be associated with both the Children's Museum and the United Way", states Dan Cohen Vice President of Marketing for California Paints.





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The Born Learning Trail is just part of a larger United Way public campaign, designed to provide families with ways to engage young children in everyday activities to create learning opportunities. For more information on the United Way of Massachusetts Bay and Merrimack Valley and the Born Learning Trail please visit www.supportunitedway.org

ABOUT CALIFORNIA PAINTS

Based in Andover, MA, California Paints is a division of California Products Corporation, an innovative manufacturer of quality paints, coatings and sports surfacing systems. California Products is a leading producer of California Paints® and Storm Stain® architectural coatings, including 2010® and Fres-Coat® Velvet Flat, the #1 house paints as rated by a leading consumer magazine for eleven consecutive years. For more information visit www.californiapaints.com

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