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FOR IMMEDIATE RELEASE

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First 5 Sacramento Appoints New Executive Director

Toni J. Moore is Appointed As Executive Director To Manage The Local First 5 Commission Responsible for Spending Prop. 10 Revenues

Sacramento, CA – On January 12, 2010, the Sacramento County Board of Supervisors unanimously voted to appoint Toni Moore, Sacramento County Department of Human Assistance Deputy Director, to become Executive Director of the First 5 Sacramento Commission, which is charged with allocating approximately \$17 million in tobacco taxes annually to fund local children's programs.

“Toni Moore has maintained an active role in improving the lives of children throughout her career,” said Roger Dickinson, Chair of First 5 Sacramento and Chair of the Sacramento County Board of Supervisors. “With more than 24 years of experience in health and human service and an impressive array of accomplishments, First 5 Sacramento is fortunate to have such a highly-qualified person as our new Executive Director.”

Moore started with the County as a Child Protective Services Social Worker within the Department of Social Services in 1985. In 1994, she moved to Alcohol and Drug Services within the Department of Health and Human Services, where she designed and implemented the Alcohol and Other Drug Treatment Initiative. In 1997, she was appointed as the County Alcohol and Drug Administrator.

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In 2006, Toni joined the Department of Human Assistance as a Deputy Director, responsible for General Assistance, Food Stamps, Homeless Programs, Senior Nutrition Services, and other various community service programs.

As Executive Director of First 5 Sacramento, Moore will guide the Commission as it continues to fund innovative programs benefiting children age five and younger and their families across the County. First 5 Sacramento will also rely on Moore, who received master's degrees in social work and public health and is a licensed clinical social worker, to oversee the distribution of grants and contracts and to work collaboratively with Sacramento County's diverse early childhood service providers.

About First 5 Sacramento

Research shows that a child's brain develops most dramatically in the first five years and what parents and caregivers do during these years to support their child's growth has a meaningful impact throughout life. California voters passed Proposition 10 in 1998, adding a 50 cents-per-pack tax on cigarettes to support programs for expectant parents and children from birth to age five.

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