



## **HELP SUPPORT OUR YOUNGEST CHILDREN THROUGH THE INVEST IN CALIFORNIA'S KIDS CAMPAIGN!**

On March 26, 2012, the First 5 San Mateo County Commission approved a Resolution in Support of Children Now's "THE CHILDREN'S MOVEMENT OF CALIFORNIA." First 5 San Mateo County is pleased to announce collaboration with Children Now, partnering with stakeholders on the "Invest in California's Kids Video Campaign." The Video Campaign provides an opportunity for individuals up and down the state to share their stories about the importance of investing in California's youngest children. These videos are posted on You Tube and will be used to educate policy makers to show support for making young kids a priority.

By joining many others who already have submitted a video to the Invest in California's Kids YouTube Channel, you can actively support and help advance the goals of The Children's Movement!

### **WHAT WOULD WE LIKE FROM YOU?**

We would like you to share your story about why you want California to invest in our children: perhaps it's that you are a **teacher** and you see the value of quality early learning for your students; perhaps you are a **parent** and you know the importance of that quality early experience for your own child; perhaps you are an **economist** and you've seen the work showing the incredible return on investment; perhaps you are a **forward-thinking business person** who knows that a quality workforce in the future depends on good quality care today; or **perhaps you are simply a good and caring citizen** who wants to see a thriving California and knows that we need to start at birth. Whatever your story, and whatever your reason, we want you to tell your fellow Californians, and California's policy makers, why it is so important to invest in California's youngest children!

### **PARTNERING ON THE CAMPAIGN IS SIMPLE!**

- 1.) Film a 1 minute video testimonial on your cell phone (up to one minute long is suggested) on why investing in our young children matters to you (include your name, County and zip code when you start your video).
- 2.) Fill out the video waiver (attached) and email the waiver and video to Chonne Sherman, Communication & Operations Liaison at [csherman@co.sanmateo.ca.us](mailto:csherman@co.sanmateo.ca.us). The waiver can also be found at [www.first5sanmateo.org](http://www.first5sanmateo.org).

To view posted videos from San Mateo County go to:

[http://www.youtube.com/playlist?list=PLE76BC3AA8E86C00D&feature=view\\_all](http://www.youtube.com/playlist?list=PLE76BC3AA8E86C00D&feature=view_all)

## **“INVEST IN CALIFORNIA’S KIDS” CAMPAIGN VIDEO RELEASE**

In full and complete consideration of Children Now possibly including me in the “Invest in California’s Kids” Campaign including, but not limited to, the interview, appearance and stories shared with Children Now regarding topics including but not limited to early childhood development (hereinafter the “Program”) with the understanding that Children Now, in its sole discretion may choose whether or not to include me in the Program, if any, I hereby agree as follows:

I grant to Children Now and its successors, licensees and assigns, the irrevocable right, but not the obligation, to film, tape and/or photograph, record, exhibit, edit and otherwise use my appearance, name, likeness, voice, conversation, sounds and biographical data on or in connection with the Program in any manner in Children Now’s sole election and discretion, which use shall not entitle me to receive any compensation whatsoever. I agree that Children Now is the sole owner of any and all materials used in connection with the Program, including but not limited to the film, tape, photograph, and/or recording and my appearance thereon, with the right for Children Now and its successors, assigns, and licensees, forever and throughout the universe, to use the same and any portion thereof in any and all media, whether now known or hereafter devised, including, without limitation: the web, television and publishing, in connection with advocacy, marketing, publicizing and all other types of exploitation of the Program or any part thereof, or in any manner whatsoever. Reserving all rights, in the alternative, I hereby irrevocably grant and assign to Children Now all rights whatsoever which I might have in the Program, and Children Now (and its successors and assigns) may make use (or nonuse) of such properties whatsoever throughout the world without any further obligation to or encumbrance from me. Children Now shall also have the unrestricted right to edit the content of the Program in any manner or form. I hereby waive any right that I may have to inspect and/or approve any portion of the Program.

I warrant that the opinions that may be expressed in this Program are mine and are of my own volition and do not represent the opinions of any third party and should not be attributed thereto.

I warrant that I have not been compensated, pressured or otherwise induced to make any statement of fact or opinion for the Program.

If I am under 18 years of age, I understand and agree that my parent or legal guardian and I must sign below. I recognize that Children Now is relying on my representations herein and that a breach by me hereunder would cause Children Now irrevocable injury and damage that cannot be reasonably or adequately compensated by damages in an action at law; and, therefore, I hereby expressly agree that Children Now shall be entitled to injunctive and other equitable relief to prevent and/or cure any breach or threatened breach of this Release by me.

I hereby release, discharge, and hold harmless Children Now, its successors, licensees, agents and affiliates, and any and all others connected with the Program, and each of their related parent companies, subsidiaries and/or affiliated companies, and the officers, directors, employees, agents and representatives of each of the foregoing (collectively the “Released parties”), from any and all liability or claims arising out of or in any way resulting from my participation in the Program and the use or reuse of my appearance, name, voice, likeness and/or biographical information and I agree not to make any claim against Children Now or the Released Parties as a result of my participation in the Program and in connection with any use or reuse of my appearance, name, voice, conversation, likeness and/or biographical information (including, without limitation, any claim based upon defamation or invasion of privacy and/or publicity). In no event shall I have any right to injunctive or other equitable relief against any of the Released Parties in connection with the Program.

I warrant that I have the full, complete and unrestricted right and authority to enter into this Release. If I am not at least 18 years of age, I agree to have my parent or legal guardian sign this Release in the space provided below. I agree that my appearance on the Program, if any, shall not be deemed to be a performance and is not employment under any collective bargaining agreement or performing arts guild (including but not limited to AFTRA and SAG) and does not entitle me to wages, salary, residuals, corporate or other benefits or other compensation under any such collective bargaining agreement or otherwise.

I agree and understand that this Release shall be deemed entered into in San Mateo County, California, and that it shall be governed by and interpreted under the laws of California and by the courts of San Mateo County.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Date of Birth^: \_\_\_\_\_

^ For verification purposes only pursuant to 18 U.S.C. §§ 2256 et s

**IF THE ABOVE INDIVIDUAL IS UNDER THE AGE OF 18 YEARS, THE PARENT OR LEGAL  
GUARDIAN OF SUCH PERSON SHOULD ALSO SIGN BELOW.**

I hereby warrant that I am the parent and/or legal guardian of \_\_\_\_\_, the individual who signed the foregoing Release (the "Minor"), that I have caused said Minor to execute said Release, that I will not instruct, authorize or permit said Minor to disaffirm the foregoing Release, and that I will indemnify and hold harmless the Released Parties (as defined in the Release) against all claims, liabilities and expenses with respect to said Release, and that, knowing of Children Now's reliance hereon, I agree to cause said Minor to adhere to all the provisions of said Release. I agree that I will be responsible for the conduct and well-being of said Minor at all times during said Minor's participation in the Program, if any.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Relationship to Minor: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Date of Birth^: \_\_\_\_\_

^ For verification purposes only pursuant to 18 U.S.C. §§ 2256 et seq.