



For Immediate Release
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First 5 California Welcomes Alejandra Campoverdi Newest Senate Appointee Joins Statewide Commission

Sacramento – On June 28, 2017, the California Children and Families Commission, also known as First 5 California, welcomed its newest commissioner, Alejandra Campoverdi. The Commission is a statewide body that is dedicated to improving the lives of California’s youngest citizens and their families through a multi-faceted approach that includes education, health services, childcare, and other vital programs.

“I am pleased to welcome another outstanding community representative to the Commission who brings a wealth of experience, knowledge, and high-level background,” said Camille Maben, Executive Director of First 5 California.

Ms. Campoverdi, a native of Los Angeles, joins the Commission after working in various capacities for the Obama administration, including the first ever White House Deputy Director of Hispanic Media.

“I’m honored to be appointed to the First 5 California Commission. Supporting Californians is my passion, and ensuring that children and families receive all the support and assistance they need to succeed is of the highest priority to me,” said Ms. Campoverdi, “I’m honored to have the opportunity to serve in this capacity.”

While serving as Senior Advisor for Innovation and Communications Strategy for Univision Network News, she helped with the launching of Fusion. She also served as Managing Editor of #EmergingUS, and later as Director of Multicultural Content for the Los Angeles Times. These positions allowed Ms. Campoverdi to pursue stories often ignored in the media.

Ms. Campoverdi is a graduate of USC’s Annenberg School of Communication and Journalism and received her Master of Public Policy from the Kennedy School of Government at Harvard University, where she serves on the Advisory Board of Harvard’s Shorenstein Center on Media, Politics and Public Policy. Ms. Campoverdi volunteers teaching a weekly creative writing class to incarcerated youth in Los Angeles’ Central Juvenile Hall for Inside Out Writers.

Ms. Campoverdi fills the vacancy left by Ms. Erin Pak, Chief Executive Officer of Kheir (Korean Health Education and Information Research Center).

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First 5 California was established in 1998 when voters passed Proposition 10, which taxes tobacco products to fund services for children ages 0 to 5 and their families. First 5 California programs and resources are designed to educate and support teachers, parents, and caregivers in the critical role they play during a child’s first five years – to help California kids receive the best possible start in life and thrive. For more information, please visit www.cffc.ca.gov.