

5-YEAR-OLD'S PIGGY BANK DRIVE RAISES MORE THAN \$2K FOR LUCILE PACKARD CHILDREN'S HOSPITAL

*Hospital thanks Hayden Chavarria and his school for success of drive;
Funding to help provide play opportunities for patients*

March 6, 2007 (San Jose, CA) — Action Day Primary Plus Schools (ADPP) announced today the piggy bank drive inspired by 5-year-old Hayden Chavarria has successfully raised more than \$2,000 for the Lucile Packard Children's Hospital (LPCH). Last month, Hayden started what turned into a movement by donating his life savings of \$33 to kickoff a piggy bank drive to replace a computer that was stolen from his classroom at Primary Plus School on Amber Drive. The founder of Hayden's school, Carole Freitas, was so moved by Hayden's act of selflessness that she quickly replaced the new Dell computer that was stolen. However, donations kept coming in, so school administrators, working with Hayden's mom, decided to give the money to Lucile Packard Children's Hospital, where Hayden receives medical care.

On March 1, at 3:30 p.m., Hayden visited LPCH where he and Amber Elementary principal Mary Lou Rodriguez were recognized for the success of the drive. They presented a check for \$2348.56 to hospital officials. During his visit, Hayden also donated three PlayStation 2 portable video gaming systems and twelve games that he purchased with a small portion of the proceeds from the drive and gift cards he received from the community as rewards. He hopes his games will help brighten the lives of the children during their hospital stays.

"Hayden was born with severe eye problems and has undergone several surgeries at LPCH, so he knows what it is like to be scared and need comfort. I think Hayden wanted to show these kids that his arms are always around them and embracing their experience no matter how big or small. By providing gaming systems for the live-in patients at LPCH, Hayden hopes to take their minds off what they have to go through on a daily basis," said Hayden's mother, Jessica Dering.

"We are pleased to thank Hayden for his thoughtfulness and to accept his contribution, which will be used to provide recreation and play activities for children cared for at Packard Children's," said Sarah Collins, director of the Lucile Packard Children's Fund. "Support from the community is essential to providing services such as play therapy that are not paid for by insurance programs, but are crucial to providing a caring environment for kids. It is especially touching to see a child like Hayden do so much to help other children," added Collins.

In addition to Hayden's generosity that inspired the community, the success of the piggy bank drive is due to the effort of many people including ADPP which helped coordinate and serve as a collection center for the drive, and Arrow Electronics Group and its employees who made a large donation to the drive. "Action Day has always encouraged all children to get involved in the community and take action, and we are proud to provide them with opportunities to do so," said Freitas.

About Lucile Packard Children's Hospital

Ranked as one of the best pediatric hospitals in the nation by *U.S. News & World Report* and *Child* magazine, Lucile Packard Children's Hospital at Stanford is a 264-bed hospital devoted to the care of children and expectant mothers. Providing pediatric and obstetric medical and surgical services and associated with the Stanford University School of Medicine, Packard Children's offers patients locally, regionally and nationally the full range of health care programs and services — from preventive and routine care to the diagnosis and treatment of serious illness and injury.

For more information, visit www.lpch.org.

Media contact:

Todd Kleinheinz
(650) 725-9666

About Carole Freitas, ADPP Owner and Founder

Carole Freitas is a remarkable local success story and someone the community can be proud of. From a single school location in 1968, Carole has grown ADPP to become one of the largest employers in the South Bay. She has been a dedicated community servant and her commitment is reflected by her students and staff who she encourages to reach out to those less fortunate. She recently granted a full scholarship to the child of a military serviceman, currently serving in Iraq, whose family has fallen on hard times.

Over the past thirteen months, Carole's schools have raised thousands of dollars for the victims of Hurricane Katrina from school-wide spare change drives, donating the registration fees of new enrollees and bake sales. In fact, one bake sale at her Amber School raised more than \$1K in a single day, and in December 2005, San Jose Mayor Ron Gonzales honored dancers from ADPP's dance program (Dance Action Academy) for participating in the Amazing Kids Pen-pal program to assist victims of Hurricane Katrina with their emotional recovery. "I'm proud that children in our community have reached out to make a big difference in the lives of those who have been victims of the Gulf Coast hurricanes," said then San Jose Mayor Ron Gonzales.

About Action Day/Primary Plus Schools

Action Day/Primary Plus operates ten South Bay Area schools, providing infant care, preschool, private elementary and middle school, as well as academic classes (K-8th Grade) with extended day care. Founded in 1968 by Carole and John Freitas, Action Day/Primary Plus have 3,250 children enrolled and 535 employees.

Action Day Nursery School was chosen as one of the area's "Best Daycares & Preschools," and "Best Dance Classes" by parents of the Bay Area and Bay Area Parent Magazine's 2006 "Best of the Best Book."

The founding philosophy of Action Day/Primary Plus resonates throughout all 16 programs: providing personalized care gives that encourage creativity and curiosity

within a mix of structured and free play environments. The focus is on learning and positive development in happy and healthy surroundings.

More information about Action Day/Primary Plus Schools can be found at www.actiondayprimaryplus.com.

Media Contacts:

R. Gene Frugé

rgf@rgfassociates.com

O: (408) 984-2003

M: (408) 209-3008

Cathy Jelic

cathy@actiondayprimaryplus.com

O: (408) 244-1968 x16

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