



City of Salinas

OFFICE OF THE MAYOR

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August 19, 2008

Gerald Newmark, President
Deborah Newmark, Executive Director
The Children's Project
18653 Ventura Blvd. #547
Tarzana, CA 91356

Dear Dr. Newmark and Ms. Newmark:

Congratulations on the outstanding success of the 4-week read-a-thon conducted by the Salinas City Elementary School District based on your book, *How To Raise Emotionally Healthy Children*, and involving over 3,000 parents and teachers. Its message that satisfying a child's five critical emotional needs—the need to feel respected, important, accepted, included and secure—can provide a foundation for success in school, work, family, relationships, marriage, and life in general was well received and appreciated.

I am pleased that under the leadership of Superintendent Donna Vaughan the book will now be incorporated into the curriculum of all 12 schools in her district. This will be part of a larger plan to encompass the entire citizenry of Salinas, including all segments of society: business, education, civic, social, and medical organizations, and the at-risk and gang communities. Through such an effort, emotional health can be sown into the fabric of daily living in Salinas.

Given the number and complexity of problems facing Salinas, the need for an ambitious, systemic and comprehensive approach, that can mobilize the support, energy and enthusiasm of all its citizens in a collaborative effort, has never been greater.

All of the above has led me to the conclusion that your project—Developing An Emotional-Health-Friendly City—The Salinas Project, represents an excellent fit with our goal to achieve peace and prosperity through strengthening our families. I, therefore, wholeheartedly endorse it and will support it in any way I can.

Sincerely

Dennis Donohue
Mayor

DD/cm