



**SCHOLARSHARE**

CALIFORNIA'S 529 COLLEGE SAVINGS PLAN

presents



親子童樂日 + 家庭教育展  
**KidsFest & FAMILY EXPO**

**For Immediate Release**

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## **Press Release**

### **ScholarShare California's 529 College Savings Plan**

#### **Proudly Presents 2013 KidsFest and Family Expo**

on September 1st (Sunday) at Arcadia Masonic Center

**2013 KidsFest and Family Expo**, a first-of-its-kind children's fair and education expo for the Chinese community consists of educational and recreational activities provided by Microsoft, Play-Well, East West Discovery Press, etc and features a City of Hope sponsored, special event, "Kids Bike Race for Charity."

Healthy and successful children are nurtured and assisted from childhood to adulthood by their caring and concerned parents. Asians, living in America, are confronted daily with language barriers and the impact of cultural differences. A guidebook for making that journey does not exist until now, with **2013 KidsFest and Family Expo**.

It's not easy for parents to raise a child who can maneuver in both Chinese and Western cultures, successfully accomplish their goals, and deal with an unfamiliar American education system and different cultural ethos.

This year **2013 KidsFest and Family Expo** is honored to have ScholarShare as title sponsor. "Chinese families have always focused on their children's education and cultivation, and actively do everything they can to prepare for their children's future growth and

development,” says ScholarShare spokesperson, Don Wolf, Senior Marketing Manager, “ScholarShare 529 college savings plan is provided by State of California tax incentives for parents as investments designed to help parents towards their children's college education fund. ScholarShare philosophy and KidsFest parenting philosophy perfectly matches. ScholarShare is excited about sharing their philosophy with the Chinese community. The goal is to encourage parents to invest early and start saving plans through supporting and attending this large-scale children's event for Chinese families.”

*[see their own writing – please see how it fits]*City of Hope representatives, Leslie Tse and Sophia Yeung, in celebration of City of Hope’s 100 year City of Hope anniversary said “That since many of today’s children grow up in a privileged environment, teaching children at a young age to give back is important.”. Thus was born, along with KidsFest, the "Kids Bike Race for Charity". The purpose of the event is to allow children to develop a positive concept "kindled hope in the face of adversity" and have them contribute to the community and assist people in need. In addition, as an exhibitor, City of Hope will have an information booth to introduce City of Hope’s advanced medical services and preventive health information. Also, Dr. Shiuan Chen, an expert from the biomedical community, will speak on disease prevention through healthy eating habits.

**2013 KidsFest and Family Expo** is the largest children’s event especially designed for Chinese families. It’s an event filled with education, parenting information, family activities and entertainment. In addition to dozens of information booths, professional senior parenting experts and medical authorities will present at workshops and seminars. Some of the ~~proposed~~ topics to be addressed are:

- Comparison of American and Chinese education systems
- Analysis of children’s different learning styles and personalities
- Raising a money-wise child
- STEM education for the future generation
- and many more

All the seminars are free to conference attendees.

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A number of themed activities are planned during the event, including:

- “STEM Camp” of the children's Technology play zone sponsored by Microsoft and Play-Well\

- "Kids Bike Race for Charity" sponsored by the City of Hope
- "My Super Summer Family Video Showcasing
- Meet and greet with NASA Space Shuttle astronaut
- Educational and health seminars and workshops
- Children's Book Fair - story-time, authors appearance and book signing
- Non-stop on stage live entertainment
- Various Kids Fun and Play Activities
- Raffle prizes and goodie bags

A variety of activities will be available to satisfy and delight all children. In addition, the performing stage will highlight entertaining children's shows. During the event, there will be a raffle drawing, and the first 500 families attending will receive free gift bags. **KidsFest and Family Expo** is committed to providing an event, parent-child party, suitable for the entire family.

### **EVENT INFORMATION**

**A Welcome to all Southern California Chinese families**

**to attend the "2013 KidsFest and Family Expo"**

- **WHEN AND WHERE:**
  - Sunday, September 1<sup>st</sup>, 2013 (Labor Day weekend) from 10am to 5pm
  - Arcadia Masonic Center, 50 W. Duarte Rd., Arcadia, CA 91007 (adjacent to the Arcadia Public Library)
- **ADMISSION:**
  - Free for children under 12
  - \$2.00 for youth ages 13-18 and seniors over 65
  - Adult      \$5.00 pre-sale (includes raffle and gift bags)  
\$7.00 at the door
- **PRE-SALE TICKETS:**
  - Please visit any Southern California Beijing yogurt store for ticket pre-sale
  - To purchase online pre-sale tickets with PayPal, please visit [www.KidsFestExpo.com](http://www.KidsFestExpo.com)
  - To enroll in Kids Bike Race and My Super Summer, please visit: [www.KidsFestExpo.com](http://www.KidsFestExpo.com).
  - Telephone inquiries: (323) 728.7200.

- E-mail inquiries: [info@lajajakids.com](mailto:info@lajajakids.com)

Thank you in advance for your support of the **2013 KidsFest and Family Expo**.

## Featured Activities at 2013 KidsFest and Family Expo

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### STEM Camp Kids Play Zone

sponsored by Microsoft & Play-Well



STEM education is more than just science, technology, engineering or mathematics; it is an interdisciplinary and applied approach that is coupled with real-world, problem-based learning. This bridging among the four discrete disciplines is now known as STEM. Our STEM Camp Kids Play Zone, sponsored by Microsoft and Play-Well, will inspire your child's innovative mind and critical thinking through fun and creative games such as 3D Kinect, Fresh Paint on tablet devices, and LEGO robotics.

### Kids Bike Race for Charity

sponsored by City of Hope

As parents, we know how important it is to raise a philanthropic child, but that's not an easy task in today's well to do family environment? That's why KidsFest and City of Hope join hands to bring to you Kids Bike Race for Charity -- fund raising event for children to learn the merit of physical exercise and virtue of helping others. All



proceeds benefits City of Hope Pediatric Cancer Research Fund.

Open for children ages 2-12

Tricycles, bikes with training wheels and bicycles are welcome

Medals, souvenir vest, gift bag & certificate for EVERYONE!!

Register before 8/29/2013 online and donate with PayPal at [www.kidsfestexpo.com](http://www.kidsfestexpo.com)

Registration Fee: \$10 per rider

## My Super Summer Family Video Showcase

No matter what it is, pick up your camera or smartphone and shoot a **1-minute video clip** of your child or whole family enjoying your summer vacation – - Anything goes! Capture the spirit of a SUPER FUN SUMMER, and send us your video masterpiece (in less than 60 seconds) at [infor@lajajakids.com](mailto:infor@lajajakids.com), and we will feature it on TV and social media for everyone to view!

## Meet a Space Hero

Can you imagine flying to space? How about living in it? Let's hear it firsthand from NASA astronaut John Olivas as he shares the exciting stories about his two Space Shuttle missions and at the International Space Station. Dr. Olivas will give a presentation about his space endeavors, and answer all your space-related questions. This guarantees to be one inspiring speech your kid will never forget.



## Children Book Fair & Story Time for All Ages



Get a little bookworm at home? Come visit the book fair and choose from the various titles of Chinese and English books perfect for your children to read and learn. Ms. Lily and Ms. Bernadette will entertain children of different ages with their amazing Chinese and English stories, fun kid music and groovy moves!

## Seminars & Workshops

It takes a village to raise a child, and in today's fast-changing society full of all kinds of information, we are often at a loss in seeking the truly helpful expert opinion. That's why at the KidsFest and Family Expo, we invite a team of seasoned educators, psychologists, medical experts, parenting coaches as well as financial specialists to host one full day of educational information seminars and workshops, all FREE, for the parents.



### Event and Admission Info

**Date** September 1<sup>st</sup>, 2013, Sunday (Labor Day Sunday)  
**Time** 10am – 5pm  
**Location** Arcadia Masonic Center  
50 West Duarte Road, Arcadia, CA 91007  
FREE PARKING (adjacent to Arcadia Public Library)

#### Admission Fees

- Adult Purchase Online with PayPal \$5.00  
at any Beijing Yogurt retail outlet \$5.00 *(includes raffle ticket & goodie bag\*)*  
on Event Day \$7.00 *while supplies last.*
- Children under 12 FREE ADMISSION
- Youth 13-18 \$2.00 *(includes raffle ticket & goodie bag\*)*  
Seniors 65+ \$2.00 *(includes raffle ticket & goodie bag\*)*

*\* For the first 500 families.*

#### ***Retail Locations of Beijing Yogurt:***

- 608 E. Valley Blvd, San Gabriel, CA91776
- 1220 S. Golden West Avenue, Arcadia, CA91007
- 127 E. Garvey Ave., Monterey Park, CA91754
- 18414 Colima Road, Rowland Height, CA91748

## Press Information

- To schedule further interviews with our sponsors, speakers or performers, please contact us.
- For complimentary media admission tickets to KidsFest, please call us.

### List of Representatives :

Mr. Zeny Agullara	Executive Director, ScholarShare
Mr. Donald Wolf, Jr.	Senior Marketing Manager, Tuition Financing Inc.
Dr. Shiuan Chen	Director, Tumor Cell Biology, Professor and Associate Chair, Cancer Biology, City of Hope
Ms. Chung So	Media Representative, City of Hope
Ms. Leslie Tse	Human Resources Specialist, City of Hope
Ms. Sophia Yeung	Community Interventionist, City of Hope

### Media Contact :

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# SCHOLARSHARE

CALIFORNIA'S 529 COLLEGE SAVINGS PLAN



## About ScholarShare 529 College Savings Plan:

ScholarShare is California's 529 college savings plan, a state-sponsored, tax-advantaged investment vehicle designed to encourage families to save for future higher education expenses. Accounts can be opened with as little as \$25 and earnings are state and federal income tax-free when used for qualified higher education costs, such as tuition and books. ScholarShare currently holds more than \$5 billion in assets in more than 245,000 accounts. For more information, or to open an account, visit [www.scholarshare.com](http://www.scholarshare.com). "Like" ScholarShare on Facebook at [www.facebook.com/scholarshare529](https://www.facebook.com/scholarshare529), and "Follow us" on Twitter at @ScholarShare529.







## About City of Hope National Medical Center:

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City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a comprehensive cancer center, the highest recognition bestowed by the National Cancer Institute, City of Hope is also a founding member of the National Comprehensive Cancer Network, with research and treatment protocols that advance care throughout the nation. City of Hope's main hospital is located in Duarte, Calif., just northeast of Los Angeles, with clinics in Antelope Valley, Santa Clarita, Palm Springs and South Pasadena. It is ranked as one of "America's Best Hospitals" in cancer by U.S. News & World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics.

Now celebrating its centennial, City of Hope believes in science education for our nation's future. Scientists, physicians and other professionals in biomedicine began their journeys as young investigators by learning the basics about the body and the natural world. On Sept. 1, 2013, City of Hope is honored to sponsor KidsFest and Family Expo hosted by La JaJa Kids. Dr. Shiuan Chen, chairman of the Department of Cancer Biology at City of Hope, will be one of the featured speakers at the event, where he will discuss "Cancer Fighting Super Foods against Breast and Prostate Cancer." Also at the event, the Center of Community Alliance for Research & Education (CCARE) at City of Hope will provide health and wellness information to increase awareness and knowledge of health issues, and to improve ethnic minority inclusion in accessing care and research participation. The event will provide an opportunity to excite, inspire, and motivate our youth to develop an early interest in science and science careers, and to bring the best that City of Hope has to offer to our communities.

Celebrating 100 years of serving Southern California, City of Hope appreciates the continued support from all of our communities. For more information, please call toll-free-800-826-HOPE (4672), visit [www.cityofhope.org](http://www.cityofhope.org) or follow City of Hope on Facebook, Twitter, YouTube, our Breakthroughs blog or Flickr.

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## Seminars Speakers

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### **Pamela R. Goodfellow, PhD**

**Pamela R Goodfellow**, holds a doctorate in Educational Psychology and History of English Language, a Masters Degrees in Education and Business Administration, an MFA in Creative Fiction and has a B.A. in English. In the last twenty five years, she has written twelve books, edited more than 500 titles, been a publisher, a bookseller, an educator, a lecturer, and a creative content expert. Pamela designed, implemented and taught the celebrated Crafting the Character-based Novel program for twelve years at the University of Washington where she received the 1999-2000 Education Award for Teaching Excellence in Arts, Writing and Humanities. She relocated to Phoenix in 2005 where she taught and opened a production and consulting business for authors.



Now located in Arcadia, California Dr. Goodfellow continues teaching and mentoring both children and adults, while returning to writing her own works of fiction and non-fiction. She has worked in education for over twenty years and is passionate about one-on-one teaching. She loves to see the light of understanding dawn in the eyes of her students. She works with all age groups especially in the area of executive function and study skills.

### **Agnes Ip, BTh, MA MFT**



Agnes is the founder and President of Presence Quotient, a California licensed marriage and family therapist. In her earlier years, she was a church minister for many years in Hong Kong. For many years in the U.S., Agnes was a mental health therapist for government subsidized outpatient clinics. Her professional counseling services extended to public schools, domestic violence shelters, and drug addiction rehabilitation centers. In recent years, Agnes provided clinical guidance for marriage & family therapist trainees & interns from various universities. She is a psychologist intern providing assessments and therapy for abused children at a forensic clinic in the

County's hospital. Agnes graduated from Alliance Bible Seminary and received her Masters in Clinical Psychology at Azusa Pacific University and Alliant International University (AIU). She is currently a doctoral Student in Clinical Psychology at AIU emphasizing on multicultural community clinical psychology. Agnes is also a well received speaker, often interviewed by the media. She was referred to as "Blessings Therapist" by Good TV in Taiwan.

### Sau-Wing Lam, Financial Expert

Sau-Wing Lam is the former CEO and Chairman of the Board of United Commercial Bank. He took early retirement at age 45 in order to devote all his time serving the Chinese communities with his expertise in personal finance. Currently he hosts 4 call-in radio programs each week for listeners in San Francisco, Los Angeles and New York, and he answers financial questions in his weekly column in the Singtao Daily. Mr. Lam heads up the Northern California Branch of Chinese Christian Herald Crusades, is the founder of the Bread of Life enterprise and the Chief Editor of the Northwestern Edition of Herald Monthly. His book, "The Greatest Love", is currently in its 13th printing.



### John D. Olivas, PhD, PE, NASA Space Shuttle Astronaut



Dr. Olivas has traveled more than 11.6 million miles in space, on two U. S. Space Shuttle missions, STS-117 on Atlantis and STS-128 on Discovery, to the International Space Station. His other NASA missions include living at the bottom of the ocean in an underwater habitat, surviving the frozen Arctic, trekking across the mountains of Wyoming, and sailing the sea of Cortez.

In 2002, Olivas served as an aquanaut during the NEEMO 3 mission aboard the Aquarius underwater laboratory. In 2005, he was a crew member on the NEEMO 8 mission. In 2006, Olivas served as lead of the Hardware Integration Section of the Space Station Branch, responsible for ensuring proper configuration and integration of future station modules and visiting vehicles.

Dr. Olivas shares his stories in his first children book. His motto of life is "**Dream Big Dreams**" and he wishes to pass onto the next generation of explorers.

### Nancy Pine, Ph. D.

In her cross-cultural research with counterparts in China, Nancy Pine has learned one basic truth: we both want what the other has. Americans want more studious, focused students who are also good at math; the Chinese want innovative students who can create imaginative ideas. Her recent book *Educating Young Giants: What Kids Learn (And*



*Don't Learn*) in *China and America*, delves into the heart of these desires and differences. At Mount St. Mary's College, Los Angeles, she directed the Elementary Education Program for 10 years and founded and directed the Bridging Cultures: U.S./China Program. She has been doing research and consulting in China since 1990. Before that, she taught in public elementary and high schools for 14 years. Pine has published over 30 articles in education and cross-cultural research, given talks and led workshops nationally and internationally, and won numerous awards including a City of Los Angeles award for her cross-cultural expertise.

## Eileen Pisula , Parenting Coach



Eileen Pisula, a mother of two grown-up children, received her professional qualifications at the NIE (Singapore Nanyang Technological University,) ECE Institute (University of Melbourne) and PCI (Seattle Pacific University)

Eileen's favorite phrase "I would be perfectly happy just being a professional student for the rest of my life" gives us an idea of her passion for learning; and she spends much of her spare

time reading or doing short courses to keep herself current on the latest research findings about brain development and families dynamics. Her other love is cooking, and she has included it very successfully into past programs to help family members to make connections with each other.

In addition to working in the US, she has also worked in countries in the Australia/Asia Pacific regions. Having worked with families and children of all ages for over thirty years, her extensive experience includes classroom teaching, administering schools, working with youth and families at risk, teacher training, and parent coaching.

Currently, a parent coach and the program advisor of an after-school program in Arcadia, Eileen has an intimate understanding of the challenges facing parents with very traditional values who are raising children in the more permissive American society, and a media dominated world.

Conversant in English, Cantonese and Mandarin, Eileen has dedicated much of her life to helping parents to connect to their core values, and understand that their influence and impact on their child and world they live in cannot be overstated.

## Medical Experts

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**Shiuan Chen, Ph. D.**

DR. SHIUAN CHEN, Ph.D., is chair and professor of the Department of Cancer Biology at CITY OF HOPE and serves as co-chair of Breast Cancer Program. He has spent more than 20 years studying proteins that promote breast cancer. He has uncovered naturally occurring compounds in foods with the potential to suppress the disease — his commitment to defeating breast cancer without harsh side effects has led him to study the cancer-fighting potential of super foods: white button mushrooms, pomegranates, grape seed extract and blueberries. He also leads research into environmental chemicals that mimic hormones, to find out whether they cause breast cancer to grow.

**Winy Chen, R.D.**



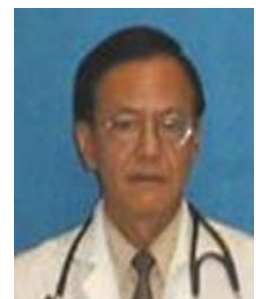
Winy Chen is the district registered dietitian for Beach Cities Health District, the largest preventive agency in the nation that has served the communities of Hermosa Beach, Manhattan Beach, and Redondo Beach since 1955. Her primary role in the beach cities community involves around promoting wellness and preventing chronic conditions across the lifespan—from pre-natal and children to families and older adults. Winy Chen is instrumental in developing nutrition curriculums for *LiveWell Tots*, *LiveWell Kids*, and *WellBeing* which are innovative obesity prevention programs for preschoolers, school aged children, and adults. Her core nutrition philosophy are “treat food as thy medicine,” and “eat mindfully!”

Winy has a unique combination of experience working with infants, children, adults and seniors. Prior to joining BCHD, Winy Chen was a clinical dietitian at the Children’s Hospital of Los Angeles and Martin Luther King Hospital. She also worked as a community nutritionist for California Children Services, Head Start and City of Los Angeles Department of Aging. She earned a bachelor’s degree in Nutritional Science at Cornell University and a Master of Science in Nutrition and Foodservice Management at University of Tennessee.

**Ding S. Lam, M.D.**

Dr. Ding S. Lam is a Board Certified pediatrician and neonatologist, and a Fellow of the American Academy of Pediatrics. He currently practices general pediatrics at AHMC Garfield Medical Center and San Gabriel Valley Medical Center.

With over 35 years of experience in practicing pediatric medicine, Dr. Lam is





widely considered as one of the leading experts in pediatric pulmonology.

Dr. Lam is a graduate of University of Hong Kong Faculty of Medicine, and had his fellowship at the Children's Hospital of Los Angeles.



**Dr. Dennis Leung, O.D., F.O.A.A.**

Dr. Leung graduated in 1984 from New England College of Optometry, Boston, Massachusetts. He was a member of the Beta Sigma Kappa Optometric Honor Society and is currently a board member of the Orthokeratology Academy of America. Dr. Leung is also affiliated with the California Optometric Association and American Optometric Association. Dr. Leung is a certified Controlled Substance Agent and Diagnostic and Therapeutic Pharmaceutical Agent. He also holds certification for the Treatment of Glaucoma and Corneal Refractive Therapy (CRT). Dr. Leung completed the Treatment and Management of Ocular Disease Training (1996) and Ophthalmological Preceptorship Training (1997). He passed the National Board of Examiners, T.M.O.D. examination in 1996. Dr. Leung lectured for a number of seminars including "Cow or Money Pit" sponsored by Vision Council of America, "Orthokeratology from A to Z", "Contact Lenses & Pharmaceutical Agent Induced Corneal Refractive Changes" sponsored by Contact Lens Spectrum, "Dry Eye & Punctal Plugs" sponsored by Novartis Pharmaceutical, "Advent of Refractive Surgery" and In-Office Lens Processing-How to control Quality, Profits and Destiny. Dr. Leung also took part as an investigator for several studies including the FDA Study of the Correct Tech Orthokeratology Lenses, Renu Contact Lens Solution Study, sponsored by Bausch & Lomb, and Soflens 66; Asian Eye Study, sponsored by Bausch & Lomb. Dr. Leung is fluent in Spanish, Mandarin, Cantonese, and English.

**Eric To, D.D.S.**

Dr. Eric To is the founder of Parklane Dental. He is a general dentist who provides exceptional comprehensive care to his patients. Although his expertise is in cosmetic makeover, he also enjoys practicing general and family dentistry where he can interact with parents and children to educate them on techniques on maintaining great oral health.

Dr. To was born and raised in Hong Kong. He and his family moved to Vancouver, Canada during his high school years. He received his Bachelor of Science degree in Biochemistry and his Master of Science Degree in Chemistry from the University of British Columbia. Dr. To later moved to New York City to attend Columbia University, where he received his Doctor of Dental Surgery Degree, graduating from the top 10% of his class. He then completed an Advanced Education in General Dentistry residency at USC School of Dentistry. He also served as a preclinical instructor at USC.





Dr. To is a certified Invisalign Provider and he keeps up with the constant change in the world of dentistry by attending continuing education courses for innovative techniques and material.

Dr. To is a member of the American Dental Association, California Dental Association, San Gabriel Valley Dental Society.

Dr. To was voted the Top Dentist in Los Angeles in year 2012 and voted the Top Dentists in the Pasadena area in each of the past 4 years. He was featured in Pasadena Magazine March Edition's Top Dentist.



## On Stage Live Performances



## Steps of the World -- Arte Flamenco

Like defusing a bomb, a well-executed dance routine requires concentration, skill, and awe. Soon-to-be fancy feet of ages 3–15 will showcase their steps of world-dance techniques.



## Puppet Show -- Jim Gamble Theater

Come to the Main Entertainment Stage for a fun, live puppet show featuring world famous Jim Gamble Puppet Theater. Renowned puppet artist Jim and his cast of puppets will amaze you with their fantastic performances and surprises.

## A Taste of Etiquette -- Harmony Cotillion

Enjoy watching the young students of Harmony Cotillion, dressed in formal attire, demonstrate their structured ballroom dance practice that summarizes their training on social skills, dance, manners and etiquette.



## Broadway Musical – Little Angels Chorale

Talented little singers from the Little Angels Children's Chorale bring excerpts from famous Broadway musicals like The Little Mermaid and Lion King to the stage, and they are sure to amaze you with their beautiful vocal

performances and vibrant costumes.

## Classical Chinese Opera - - Perfect Harmony

Despite their age range of 7 to 13, you will recognize the hard work and dedication these kids made in the thousand years old art form called Cantonese Opera, which has been recognized by UNESCO to be a part of its Representative List of the Intangible Cultural Heritage of Humanity.



## High Energy Martial Arts - - Shaolin Kungfu Yuan

Watch this energetic and dynamic shaolin martial arts performance as this team of young students shows off the aspects of Chinese culture learned and honed at Shaolin Kungfu Yuan.

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