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**A Match Made in the Foothills:**  
**Foothill Family Partners with Foothill Transit in Celebration on 90<sup>th</sup> Anniversary**

**PASADENA, Calif.** – In celebration of service to Pasadena and the San Gabriel Valley over the past 90 years, Foothill Family has partnered with Foothill Transit in an anniversary campaign that connects the two organizations by the joint communities that they serve.

As a community partner, Foothill Transit has been displaying complimentary advertisements for Foothill Family on their various buses throughout the region. The postings display the many services that are provided by Foothill Family for the various communities in the area, including programs supporting mental health, early childhood development, school-based behavioral health, and youth and family services. While Foothill Family centers are located in the cities of Pasadena (3), El Monte (2), West Covina, Duarte, and most recently, Pomona, more than 24,000 clients are served annually in their homes, at schools, and in local community centers.

“Foothill Family and Foothill Transit are linked by much more than just our names,” said Foothill Family Chief Executive Officer Steve Allen. “Foothill Transit is a well-respected lifeline in a significant swath of Southern California. Because our client and rider communities demographically and geographically intersect, the collaboration is compelling and ideal. We are grateful to Foothill Transit for their generosity and civic-mindedness in helping Foothill Family build brighter futures for children and families in the San Gabriel and Pomona Valleys.”

The alliance between Foothill Family and Foothill Transit is a natural merger between two organizations that serve overlapping communities - stretching from Downtown Los Angeles in the west to Montclair in the east for Foothill Transit, and the San Gabriel and Pomona Valleys, Glendale, and Burbank for Foothill Family. Foothill Transit has been focusing on the San Gabriel Valley and its surrounding communities since the Los Angeles County Transportation Committee (LATC) approved the formation of Foothill Transit in order to manage the bus operations for 22 cities in the San Gabriel and Pomona Valley regions.

Thanks to corporate partners like Foothill Transit, exposure of the family services offered brings increased awareness to the programs provided by Foothill Family. The English/Spanish campaign includes information on programs that offer prevention, early intervention, and treatment of various challenges that effect children and families in the local community. These ads will have a wide reach, currently on display in the vast fleet of Foothill Transit’s 400 buses.

## Foothill Family Partners with Foothill Transit in Celebration of 90<sup>th</sup> Anniversary

### About Foothill Family

Foothill Family was founded in 1926 and provides a range of community-based mental health and social services to at-risk populations in Southern California. Its mission, to build brighter futures for children and families, has helped Foothill Family earn a reputation for providing high-quality services aimed at empowering families and strengthening communities. Programs include mental health and school-based services for children, early childhood development programs, family and youth services including child abuse prevention and treatment, domestic violence prevention and treatment, and services for pregnant and parenting teens. Last year, more than 24,000 children and their families benefited from Foothill Family's life-changing programs. For more information, please call (626) 993-3000 or visit [www.foothillfamily.org](http://www.foothillfamily.org).

### About Foothill Transit

Foothill Transit is the primary public transit provider of the San Gabriel and Pomona Valleys, providing 14 million bus rides each year. More information on schedules, fares, where to purchase bus passes, general riding information, and more may be found by visiting [foothilltransit.org/newlines](http://foothilltransit.org/newlines) or calling 1-800-RIDE-INFO (743-3463).

*(Pictured below: Foothill Family's 90<sup>th</sup> anniversary advertising campaign courtesy of Foothill Transit, with Foothill Family CEO Steve Allen and Foothill Family West Covina Center Site Director Daneta Calderon-Vital.)*



Planting seeds of change • Sembrando semillas de cambio

**Foothill Family**  
YEARS of caring for our communities  
AÑOS cuidando de nuestras comunidades

MENTAL HEALTH SERVICES • EARLY CHILDHOOD DEVELOPMENT •  
SCHOOL-BASED BEHAVIORAL HEALTH • YOUTH & FAMILY SERVICES  
SERVICIOS DE SALUD MENTAL • DESARROLLO INFANTIL •  
SERVICIOS DE COMPORTAMIENTO ESCOLAR • SERVICIOS PARA LA JUVENTUD Y LA FAMILIA

For more information / Para más información:  
**WWW.FOOTHILLFAMILY.ORG • (626) 993-3000**

San Gabriel Valley • Pomona Valley • Pasadena • El Monte • Duarte • West Covina

Foothill Transit

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