

PRESS RELEASE

CONTACT: Mayor's Office
861-5301
2 April, 2014

WOODBINE CELEBRATES SECOND ANNUAL MAYORS DAY OF RECOGNITION FOR NATIONAL SERVICE WITH GRAND-OPENING OF BORN LEARNING TRAIL

Woodbine—Mayor William Pikolycky is pleased to announce that the Borough of Woodbine celebrated the second annual Mayors Day of Recognition for National Service on April 1 in conjunction with the ribbon cutting for the Born learning Trail in Woodbine's Lincoln Park.

The Mayor presented a Proclamation in honor of the day and thanked the many volunteers who contribute to the Community.

The day also marked to "Grand Opening" of Woodbine's Lincoln Park Born Learning Trail, a an interactive path that contains nine signs with instructions for simple games that any adult can play with young children. The trails signs feature activities such as Watch! Stop! Learn! Play! This game encourages the caregiver to follow the child's lead, building the child's curiosity and confidence and reinforcing the learning already underway.

Volunteers, both students and Seniors as well as other community members—Woodbine Recreation Commission, Retired Senior Volunteer Program (RSVP) and Foster Grandparents, Medical Reserve Corps (MRC), the Woodbine School Student Council, Woodbine Borough Council, and Woodbine Municipal Alliance—previously gathered in November 2013 to creatively paint the newly installed Born Learning Trail in Woodbine's Lincoln Park.

"The Trail" (signs and stencils) was purchased by the Cape May County Health Department from the United Way using grant funds from the NJ Partnership For Healthy Kids.

The Born Learning Trail is part of United Way's Success by 6 Initiative, a national program focused on getting kids ready to succeed in school. Supported by the Woman's Leadership Initiative of United Way, Success by 6 develops programs for kids ages 0 to 6 and promotes access to prenatal care, parenting skills, early literacy, and immunizations.

Based on the latest early childhood research and approved by national early learning experts, the Born Learning Trail is designed to use outdoor activities to boost language and literacy development and to help caregivers understand how best to support early learning in outdoor everyday moments.

On April 1, 2014, Mayor Pikolycky joined with Freeholder Director Gerald Thornton, John Emge of the United Way, and Darrin Anderson of the NJ Partnership for Healthy Kids, and Kevin Thomas from the Cape May County Health Department along with representatives from community groups involved in the development of the project including RSVP, the Foster Grandparent program, and Woodbine Recreation Commission. Students from Woodbine Elementary School also participated in the creation of the Trail.

Cape May County Department of Health, using funds from a grant awarded from the New Jersey Partnership for Healthy Kids, purchased the learning trail from the United Way. The Born Learning Trail is part of a larger United Way public engagement campaign, which consists of informational materials and an online resource site at bornlearninghub.org, designed to provide families with information about how to turn everyday activities, from running errands to doing laundry, into learning opportunities for young children.

“I want to again thank all of our community volunteers,” added Mayor Pikolycky, “and especially all those people who contributed to the establishment of this Born Learning Trail. And I hope to see everyone here in another year or so when we break ground for our Open Space-funded environmental and outdoor recreational area to be developed adjacent to both our Community School and the Woodbine branch of the County Library.”