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For Immediate Release

Jewish Family Service Presents “Cinderella Ate My Daughter”
Presentation by New York Times Bestselling Author Peggy Orenstein (Nov. 13, 2012)

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WHO: Jewish Family Service’s program, Pachie’s Place

WHAT: Cinderella Ate My Daughter – What the new culture of girlhood means for children and the grown-ups who care about them. *New York Times* bestselling author Peggy Orenstein examines the links between the upsurge in princess products, the rise in cosmetic use among 6-8 year olds, and the ways girls present themselves on Facebook, where identity itself becomes a performance. She gives parents advice and insight on how to help their daughters navigate the rocky road to adulthood.

The program is sponsored by Pachie’s Place, The Bill and Sid Rubin Preschool, and the Women of Beth Israel. Pachie’s Place is a new Jewish Family Service program dedicated to empowering parents to be more confident, informed, and connected through education, events, and online resources.

WHEN: Tuesday, November 13, 5:00 p.m. – 7:00 p.m.

WHERE: Congregation Beth Israel, 9001 Towne Center Dr., San Diego, CA 92122

ADMISSION: Adults: \$18. Students: \$12. \$5 per child for play care and dinner for children ages 2 – 10.

REGISTRATION: Online: www.jfssd.org/cinderella. For additional information, please call

858-637-3068.

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ABOUT JEWISH FAMILY SERVICE OF SAN DIEGO

Jewish Family Service was founded in 1918 by a consortium of women's clubs which sought to address the myriad of human needs of the time. Today, JFS is a comprehensive human service organization with locations throughout San Diego County and the Coachella Valley. From its early grassroots origins, the agency now serves all of San Diego County with more than 50 programs. Its programs and services include: Adoption; Case Management; Counseling; Crisis Services; Family Violence; Jewish Connections; Refugee Resettlement; Older Adult/Senior Services; Parenting, Youth & School-based Services; and Training/Education. Learn more about why JFS is *One Source for a Lifetime of Help* at www.jfssd.org.