



## FOR IMMEDIATE RELEASE

### Media contacts:

Sheri Moise- Johnny's Harborside (831) 818-3227 and [smoise@comcast.net](mailto:smoise@comcast.net)

Gabriella Boehmer- Institute of HeartMath (831) 338-8710 and [gboehmer@heartmath.org](mailto:gboehmer@heartmath.org)

### **Johnny's Harborside - A Catalyst for Community Change**

*Annual Fall Fundraiser is the Gift that Keeps on Giving*

**SANTA CRUZ, Calif., – September 30, 2010** – When something works, the news spreads exponentially. That is what is happening throughout Santa Cruz County as more and more children, adults, mentors and families learn effective ways to respond to stressful situations and inner turmoil.

It started fall of 2009 with the vision and conviction of Sheri and Jeff Moise, co-owners of Johnny's Harborside, who wanted to give back to their community by sponsoring local teachers to attend the Resilient Educator Program developed by the Institute of HeartMath®.

Moise says that, "We wanted to do something for kids that would help them feel less anxious about the world around them. We have two teenage sons and know first hand the stress and angst they (and us) often experience in school and out of school. We felt that if we helped teachers learn to deal with their own stress – they would ultimately help our kids on many different levels."

Increasingly, emotional a lack of self-regulation is being recognized as a key factor working with at risk kids. Programs and agencies such as the Foster & Kinship Care Education Program at Cabrillo and Santa Cruz County Office of Education have turned to the Institute of HeartMath to help them deal with challenging behaviors and clients in need of emotional regulation.

Michael Paynter, Santa Cruz County Office of Education, Project Coordinator for Alternative Education, received a scholarship from Johnny's 2009 Fall Fundraiser to participate in the HeartMath Resilient Educator Program. "My primary reason for wanting to go through the HeartMath training was to learn their highly successful techniques for helping at-risk students. These students need to develop a skill which could help them at critical times become more coherent/clear-minded/less triggered and therefore make better decisions about crucial topics such as drug use, un-safe sex, fighting, defiant behavior in the class. This program was so effective we are now using it in eight different programs throughout the County. I have been so impressed with the results we are seeing that I recommended the HeartMath program to Deborah Helms," said Paynter.

Deborah L Helms, Foster & Kinship Care Education Program Director at Cabrillo College states that "one of the biggest difficulties we face when working with at-risk kids, in particular, those who were heavily exposed to drug and alcohol and drug is self-regulation. We believed that an effective way to address this is to number one, ensure that our cadre of Kinship Caregivers is healthy and balanced so they can be good mentors to the kids and that's why we're working with HeartMath."

"When we I hear about all the teachers, agencies and kids that, because of us, feel more balanced are less stressed and happier, it makes me feel like we really did make a difference and that makes it all worth it," said Sheri Moise.

The 2010 Johnny's Harborside "Heart for Kids' Sake" Fundraiser was launched on September 21. Funds raised will sponsor a Big Brothers Big Sisters' representative to be

trained and certified to deliver, free of charge, the Institute of HeartMath's DeStress Workshop to Big Brother Big Sister volunteers, mentors, families and agency participants. Learning how to cope with emotional turbulence and stressful situations is a significant life-skill that Big Brothers Big Sisters mentors will give to the kids they assist.

Johnny's Haborside will donate a portion of their sales of Rodney Strong Vineyards wine September 23, 2010 – January 1, 2011. In addition, funds will be raised during a special Rodney Strong Wine dinner to be held at Johnny's Haborside on Thursday November 11<sup>th</sup>. It will be a six-course dinner with wine pairings. The Director of Fine Wines, Stefen Soltysiak, from Rodney Strong Vineyards will be in attendance.

### **About Big Brothers Big Sisters of Santa Cruz County**

Founded in 1982, the mission of Big Brothers Big Sisters of Santa Cruz County is: *To assist children and youth to achieve their highest potential by providing quality-mentoring relationships.* Big Brothers Big Sisters of Santa Cruz County has a strong record of achievement, both in terms of organizational capacity and programmatic outcomes. During the past 28 years, the Agency has served over 3,700 at-risk youth by creating mentoring relationships between children and carefully screened adult volunteers, who provide guidance, friendship, and appropriate role modeling. Big Brothers Big Sisters' mentoring services have proven effective in preventing juvenile delinquency and school drop out. The vision statement of Big Brothers Big Sisters of Santa Cruz County is: *"Successful mentoring relationships for all children who need and want them, contributing to brighter futures, stronger schools and better communities for all."* For more information visit their website at [www.santacruzmentor.org](http://www.santacruzmentor.org)

### **About Rodney Strong Vineyards**

Rodney Strong Vineyards is dedicated to crafting world-class Sonoma County wines. The winery grows and produces wines exclusively from four of Sonoma County's finest appellations -- Alexander Valley, Russian River Valley, Chalk Hill, and Sonoma Coast. The winery's unique estate vineyards represent the perfect marriage of varietal selection

and *terroir*. The winery was founded in 1959 by Sonoma County wine pioneer Rodney D. Strong as the 13<sup>th</sup> bonded winery in the county. Today, the winery is privately owned by the Klein family; a fourth generation California agricultural family.

For more information about Rodney Strong Vineyards visit their website at

[www.rodneystrongvineyards.com](http://www.rodneystrongvineyards.com)

### **About the Institute of HeartMath®**

The Institute of HeartMath (IHM) is a non-profit research and education institute located in Boulder Creek, California. For nearly two decades, IHM has been a leader in stress reduction, heart intelligence and tools for self-renewal. Their work has been published in numerous peer-reviewed journals such as *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology*, and the *Journal of the American College of Cardiology*. Based on their research they have developed programs, techniques and award-winning technologies for reducing stress while increasing resiliency. To learn more about HeartMath for Communities go to [www.heartmath.org/communityproject](http://www.heartmath.org/communityproject) or call (831) 338-8500 or (800) 711-6221. You can read more about the HeartMath De-Stress Workshop at [www.heartmath.org/DSW](http://www.heartmath.org/DSW).

### **About Johnny's Harborside**

Enjoy fresh seafood in a casual atmosphere while soaking up the view of the Santa Cruz Yacht Harbor and Monterey Bay. Johnny's Harborside specializes in fresh fish prepared at request. Johnny's Harborside uses fresh, seasonal ingredients from local suppliers. The menu includes five to eight choices of fresh fish daily, sautéed, blackened, or broiled, and topped with a choice sauce and sidekick combination. In addition to "Fresh Catch Made Your Way," there is an assortment of fish specials, pastas, chicken and steaks. Johnny's is open from 11:30 a.m. to 9 p.m. Monday through Thursday, Fridays from 11:00 am - 10:00pm, Saturdays 10:00 am - 10:00 pm, and Sundays 10:00 am - 9:00 pm. Brunch is served Saturday and Sunday from 10:00 am – 2:00 pm. Contact Johnny's at 831-479-3430 on the web at [www.johnnysharborside.com](http://www.johnnysharborside.com).

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