Dear Prospective Vendor:

First 5 LA is issuing this Request for Vendors to businesses interested in supplying educational materials to agencies funded under the School Readiness Initiative (SRI). SRI engages families, community members, and educators in the important work of helping children ages 0 to 5 prepare for kindergarten. First 5 LA currently funds 42 School Readiness (SR) Programs operating throughout Los Angeles County. Services provided by SR Programs are culturally and linguistically appropriate, and are sensitive to the needs of diverse populations, including children with disabilities.

First 5 LA intends to purchase and distribute educational materials to the 42 SR Programs that highlight one or more of the following areas: (1) builds pre-literacy skills; (2) focuses on ethnic and cultural diversity; and (3) addresses children with special needs.

The attached booklist includes some of the titles that First 5 LA would like to make available to the SR Programs. First 5 LA is aware that potential vendors may not have all of the titles available in their collections, and that some vendors may have other titles for which they are the sole distributor.

Interested vendors should submit a cover letter and list of available titles with price breaks through our online application available at:

http://www.first5la.org/Resources/Contract-Opportunities

All submissions must be received no later than 5 p.m. on Friday, May 21, 2010. First 5 LA reserves the right to select the least expensive bid per book, and may purchase from submitted lists in part or in whole. Questions about this opportunity should be directed to Marsha Ellis, Senior Program Officer, at (213) 482-7547, or via email at mellis@first5la.org.

Thank you for your continued dedication to children and families, and for supporting the vision and mission of First 5 LA.

Sincerely,

Evelyn V. Martinez
Executive Director

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