



Prevent Child Abuse
America

500 North Michigan Avenue
Suite 200
Chicago, IL 60611
312.663.3520 *tel*
312.939.8962 *fax*
www.preventchildabuse.org

Press Release

FOR IMMEDIATE RELEASE

Contact: XXX XXXX
Prevent Child Abuse (State)
(XXX) XXX-XXXX
XXX@XXXXXXX.org

Prevent Child Abuse (State's) 'Pinwheels for Prevention™' campaign continues to grow during Child Abuse Prevention Month 2009

Communities statewide recognize that healthy childhood experiences are good for not just children, but good for their communities as well

City, State – April XX, 2009 – Once again, they're popping up in front yards, at community events and in front of City Halls; and they're spinning statewide as the country takes a moment during April to recognize Child Abuse Prevention (CAP) Month. They're pinwheels and nearly XXXXX have been distributed statewide by Prevent Child Abuse (PCA) (State) as the centerpiece of its new campaign, "Pinwheels for Prevention™." The pinwheel represents PCA (State's) efforts to change the way our state thinks about prevention, focusing on community activities and public policies that prioritize prevention right from the start to make sure child abuse and neglect never occur.

In honor of CAP Month and "Pinwheels for Prevention," PCA (State) will be (insert description of CAP Month/Pinwheels for Prevention activities).

[INSERT QUOTE FROM CHAPTER HERE]

It's simple really. The actions we take to promote healthy child development are the very actions that help to prevent child abuse and neglect, like parent-child interaction, reading and constructive play. And healthy child development starts a chain of events that follow a child into adulthood. It leads to a more educated and productive workforce, which is good for community development and economic development. At a time when we all care about the economy, it just makes "cents" to spend more time learning how stable, nurturing relationships influence a child's developing brain and provide a foundation for all future development.

Unfortunately, children are sometimes exposed to intensive stress like child abuse and neglect. Too much stress is bad for anyone and can be devastating to child development. This is where prevention comes into play, and this is why PCA (State's) Pinwheels for Prevention campaign was initiated.

Pinwheels for Prevention also represents PCA (State's) efforts to highlight the fact that we all play a role in raising children whether we are neighbors, teachers, police officers, librarians, mentors, coaches or family members.

"We all play a role in raising children," says PCA America President and CEO Jim Hmurovich, "and given this we all play a role in not just healthy child development, but the prevention of child abuse and neglect. Please learn more about what we are doing in communities like yours, please support this campaign, and please do whatever you can to ensure that prevention is a priority in your community, state and the nation at large."

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