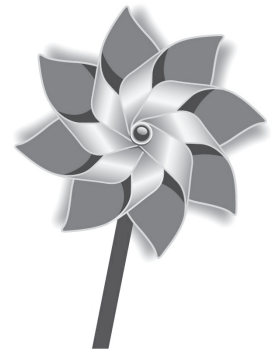


Sample Press Release

FOR IMMEDIATE RELEASE

Contact: Name & Organization Phone Number Email Address



April Marks Child Abuse Prevention Month

Activities Highlight Efforts to Protect Children

April is National Child Abuse Prevention Month and (Name of Your Organization) is partnering with the Virginia Coalition for Child Abuse Prevention, the Virginia Department of Social Services and Prevent Child Abuse Virginia to raise awareness about the role everyone can play in valuing children and strengthening their families.

Thousands of Virginia children suffer abuse or neglect every year. In FY 2012, there were 52,675 children reported as possible victims of abuse and/or neglect. The Virginia Department of Social Services found that 6,365 children were maltreated, and of those, 35 children died as a result of abuse and/or neglect.

The statistics can be overwhelming, but they are reminders that no one can afford to look the other way. Everyone can find a way to make a difference so that children reach their potential. The 2013 Child Abuse Prevention Month theme, *Insure Their Future: Invest in Children*, promotes the need for meaningful involvement by parents, concerned individuals, communities and organizations.

Assisting with efforts to raise awareness this year is Child Abuse Prevention Month Honorary Chair Robert H. Dugger, Ph.D, managing partner of Hanover Investment Group, an asset consulting company. Dr. Dugger has had a long and varied career in business and public service. His philanthropic commitments have been in two areas: investing early in the lives of American children, and wildlife conservation in Africa. He is a founder of ReadyNation, chairman of the Invest in Kids Working Group and a Trustee of the Committee for Economic Development— all projects focused on ascertaining and communicating the economic-growth and job-creation value of investing early in the lives of children.

“We know that abuse and neglect can rob children of their potential. All too soon, they may fall behind on this journey called life. By working together, we can change how society interacts with children during the early years, so their inherent capabilities are nurtured,” said Dr. Dugger, a board member of Smart Beginnings.

“As a longtime advocate for children, I support Virginia’s efforts to prevent child abuse and educate parents and caregivers about resources and programs to strengthen their parenting skills. Parents can do better when they have support. Strong families empower our nation. Working to put children first protects our nation’s most important assets,” said Dr. Dugger.

Child Abuse Prevention Month activities across the state will include:

- ❖ The planting of pinwheel “gardens” by organizations, schools and businesses throughout Virginia, including at Lewis Ginter Botanical Garden in Richmond. The **pinwheel** is the new symbol for child abuse prevention and reflects childhood hope, health and happiness.
For a list of partnering organizations, visit www.pcav.org.
- ❖ Insert activities for your local community here.

For more information on how to keep children safe from abuse and neglect, visit (your website), www.dss.virginia.gov or www.pcav.org or call the Virginia Child Abuse Hotline at 1-800-552-7096. (language line available)