

## 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 2013, there were 51,346 children reported as possible victims of abuse and/or neglect. The Virginia Department of Social Services found that 6,205 children were maltreated, and of those, 29 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 2014 Virginia Child Abuse Prevention Month theme, *Prevent Child Abuse and Neglect: Look. Listen. Respond.*, promotes the need for meaningful involvement by parents, concerned individuals, communities and organizations.

### **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.preventchildabuseva.org](http://www.preventchildabuseva.org)
- ❖ **WEAR SOMETHING BLUE on April 9th** to raise awareness for the community’s most vulnerable citizens — our children. Advocates for children throughout Virginia will show support by wearing blue, which is the official color of child abuse and neglect prevention.
- ❖ 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](http://www.dss.virginia.gov) or [www.preventchildabuseva.org](http://www.preventchildabuseva.org) or call the Virginia Child Abuse Hotline at 1-800-552-7096. (*language line available*)