

**PRESS RELEASE  
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**Prevent Child Abuse Virginia signals new direction with launch of new logo**

***New Pinwheel logo represents the great childhoods all children deserve***

**Richmond, VA** – Prevent Child Abuse Virginia (PCAV) has unveiled its new logo today featuring a pinwheel, representing Prevent Child Abuse Virginia’s vision that all children deserve the chance to have a great childhood and a healthy, productive future. This local logo change is a collaborative effort that coincides with the same change being taken by Prevent Child Abuse America and each of the organization’s 49 other state chapters, and is taking place during April’s Child Abuse Prevention Month.

The new pinwheel logo is derived from the successful national Pinwheels for Prevention® campaign, launched in April 2008, to introduce the pinwheel as the new symbol for child abuse prevention. “This new logo is another step toward reminding us that all children deserve the chance to have happy and healthy childhoods and that there are things that everyone can do every day to help make that a reality,” said Prevent Child Abuse Virginia Executive Director Johanna Schuchert. “I know that the prevention of child abuse and neglect is possible, and I am confident that if individuals come together as a community to work toward the prevention of abuse, we can achieve our vision of great futures for all children in Virginia.”

Prevent Child Abuse Virginia accomplishes this vision through public education and awareness, training prevention professionals and advocating for children at the state and local level. PCAV champions positive parenting and communities where children are free from abuse and neglect, through our signature programs, 800-CHILDREN, Circle of Parents, Healthy Families, Hugs & Kisses, and professional trainings.

“As we continue our work to make an impact on the lives of children and families, we hope that others grow to recognize and celebrate the pinwheel in the same way that we do today,” said Jim Hmurovich, President and CEO of Prevent Child Abuse America. “At the same time, it is important to remember, while the pinwheel symbolizes the great childhoods we want for all children, it cannot move by itself. We need people to be the force that moves the pinwheel to bring about real change for children in the United States.”

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**About Prevent Child Abuse Virginia**

Prevent Child Abuse Virginia, also known as PCAV, is a statewide, nonprofit, nonpartisan organization whose mission is to prevent the abuse and neglect of children throughout the Commonwealth. For nearly 40 years, PCAV has partnered with the State of Virginia, local community governments and organizations, citizens and the business community to emphasize positive parenting practices as the antidote to child abuse and neglect. To learn more about PCAV and our signature programs aimed at preventing child abuse and neglect please visit [www.pcav.org](http://www.pcav.org)