

**PRESS RELEASE
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Prevent Child Abuse Virginia to be event beneficiary of Gold Festival on Broad, September 20, 2015

***Event designed to inspire the public to take action in support of
children and families***

Richmond, VA – Prevent Child Abuse Virginia will be at the Gold Festival on Broad on Sunday, September 20th, to promote the idea that when all children have the great childhoods they deserve, the citizens of Virginia will have the prosperous future they deserve. We can achieve this when the public plays an active role in the lives of children and their families.

“At Prevent Child Abuse Virginia, we know that we can make a positive impact on the future by preventing child abuse and neglect today,” said Prevent Child Abuse Virginia Executive Director Johanna Schuchert. “The best way to increase that impact is by involving the public in our work, and that’s why events like this are so important.”

The **Gold Festival on Broad** will feature food, drinks and fun for the whole family, with a performance from *EverWilde*, children’s activities (face painting, balloon twists and more) and special activities such as educational classes, fitness expo’s and a community corner. There will be food from Crustacean Boil N’ Grill, Country Style Donuts, Gelati Celesti, Gogi BiBimBap, and Royal Restaurant as well as food trucks and more. The event is open to the public and admission is free of charge.

Prevent Child Abuse Virginia will be the beneficiary of the Gold Festival on Broad as well as on-site to promote the Pinwheels for Prevention® campaign and to encourage the public to learn the roles they can play in helping to ensure healthy starts for the children of Virginia.

The Gold Festival on Broad is part of the nationwide Pinwheels for Prevention® campaign that has seen more than 4 million pinwheels distributed nationwide since 2008. Pinwheels are the new national symbol of child abuse prevention. According to Ms. Schuchert, “Pinwheels are a reminder of the happy, healthy childhood that all children deserve, and represent our vision that great childhoods lead to great futures.”

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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 please visit www.pcav.org. PCAV is the Virginia Chapter of Prevent Child Abuse America, www.preventchildabuse.org.

About the Gold Festival on Broad

The Gold Festival on Broad will be put on by SugarOak Management Services, LLC, a full service real estate company and manager of Gold’s Gym Plaza and the tenants of Gold’s Gym Plaza. The **Gold Festival on Broad** will be held on Sunday, September 20, 2015 from 1:00 pm to 6:00 pm at Gold's Gym Plaza at West Tower, located at 8900 West Broad Street, Henrico, VA 23294. To learn more, please visit www.goldsgymplaza.com.