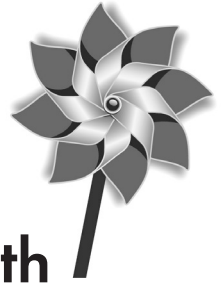


**FOR IMMEDIATE RELEASE** .....

Contact: Name & Organization Phone Number Email Address



# Virginia Promotes Child Abuse Prevention Month

April is Child Abuse Prevention Month and (Name of Your organization) is partnering with Prevent Child Abuse Virginia and the Virginia Coalition for Child Abuse Prevention, to spread the message that everyone can help great childhoods happen in their community.

This year’s theme: **“Building Brighter Childhoods”**, promotes the idea that everyone has a role to play in helping to prevent child abuse and neglect in their community and the Commonwealth.

Research suggests that many people are already playing

a role in preventing child abuse and creating great childhoods in their communities, they just don’t realize it. A study commissioned by Prevent Child Abuse America shows that only **27%** of Americans report that they are engaged in prevention. However, that same study showed that:

- **80%** of Americans reported donating goods, money or time to an organization supporting children and families,
- **70%** reported volunteering with children through places of worship, schools, and sports or academic clubs, and
- **56%** provided mentorship to a child in their family, neighborhood, or community.

***“This April we are working to educate the public about how they are already helping to prevent child abuse, as well as offering some positive ideas about how we all can help children and families thrive.”***

In response to the national research, (Your Organization) is offering some suggestions for how people can get involved:

- **Mentor a new parent** by reaching out to your neighbor and offering to help, such as by babysitting or cooking.
- **Donate time to organizations** that support children, such as by offering to be a free tutor or getting involved with a local mentorship program.
- **Donate money to organizations**
- **Wear Blue on APRIL 4th** to represent your support of Child Abuse Prevention Month.
- **Purchase and “plant” a garden of pinwheels**, which symbolize child abuse prevention and reflect childhood hope, health and happiness. For information, visit **www.pcav.org**

[ ADD LOCAL ACTIVITIES HERE ]

**For more information on how to keep children safe from abuse and neglect, please visit:**

( YOUR WEBSITE: add here )

Or visit [www.pcav.org](http://www.pcav.org), [www.dss.virginia.gov](http://www.dss.virginia.gov), or call the **Child Abuse Hotline 1-800-552-7096**