

PRESS RELEASE #1Ben Tanzer
Prevent Child Abuse America
(312) 406-8066**(SPOKESPERSON) JOINS PREVENT CHILD ABUSE AMERICA IN RECOGNIZING THE
'EXTRAORDINARY ORDINARY' DURING CHILD ABUSE PREVENTION MONTH*****In April, the Public is Encouraged to Share the Ordinary Things They do Every Day
that can Make an Extraordinary Impact on Children's Lives***

CHICAGO, IL, DATE – April is Child Abuse Prevention Month and Prevent Child Abuse America is joining with (Spokesperson) to encourage people across the country to take simple actions every day that make a difference in the lives of children. These “extraordinary ordinary” actions can be anything from organizing neighborhood activities to offering to babysit for a neighbor. Prevent Child Abuse America will show during April that there are many things going on across the country outside of Child Abuse Prevention Month that are making a difference in the lives of children and families.

“We are at (Location) today in order to bring attention to the simple things that you and I can do to ensure great childhoods for all children nationwide,” said (Spokesperson). “Our children are our future, and if we work to make the ordinary extraordinary not just during April but every day, we can go a long way toward creating the kind of world where all children are celebrated and where abuse and neglect never occurs.”

According to Prevent Child Abuse America, people around the country are often involved in activities or actions that make a difference without even realizing it, and during April the organization is committed to shining a light on these kinds of actions in order to help show that they are occurring nationwide and being undertaken by people from all demographics.

“You might not even realize that what you’re doing is enhancing the lives of the children and families you know,” said (Name), (Title) of Prevent Child Abuse America. “Every time you knock on a neighbor’s door to see if they need help with babysitting or homework, or reach out to someone being bullied by refusing to be a witness, volunteer at a local child-serving agency or even take a stand for a program or policy that you feel should be part of your community, you’re doing something extraordinary.”

Throughout the month, members of the Prevent Child Abuse America Chapter Network will be holding events across the country designed to bring awareness to Child Abuse Prevention Month and to help educate the public on the actions they can do to help. For more information on what is occurring in your state, please [contact your local Prevent Child Abuse America chapter](#).

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“We know that people are out there making a difference every day, and we want to celebrate that,” said (Spokesperson). “We want to encourage others to recognize the extraordinary things that others are doing, and hopefully by showing how often these kind of things are happening, we can make the idea of preventing child abuse and neglect every day a very ordinary one.”

About Prevent Child Abuse America

Prevent Child Abuse America, founded in 1972 in Chicago, works to ensure great childhoods for all children because our children are our future. The organization promotes that vision through a network of chapters in 50 states and more than 630 Healthy Families America home visitation sites in 39 states, the U.S. Territories, Puerto Rico and Canada, serving over 85,000 families annually. A major organizational focus is to advocate for the existence of a national policy framework and strategy for children and families while promoting evidence-based practices that prevent abuse and neglect from ever occurring. To learn more about what we’re doing to prevent child abuse and neglect and how you can help, please visit our websites at www.preventchildabuse.org or www.healthyfamiliesamerica.org.

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PRESS RELEASE #2

Ben Tanzer
Prevent Child Abuse America
(312) 406-8066

**(SPOKESPERSON) AND PREVENT CHILD ABUSE AMERICA TO CONVERT
NATIONAL MALL INTO ‘PINWHEEL GARDEN’ FOR GREAT CHILDHOODS**

**Event Marks April’s Child Abuse Prevention Month and Follows the Distribution
of XX,XXX Pinwheels at the White House Easter Egg Roll**

Chicago, IL, (Date) – In a moment to call people to action on behalf of our nation’s children, (Name) and Prevent Child Abuse America will plant a massive “pinwheel garden” on the National Mall at (Time, Date). The event will feature the display of XX,XXX pinwheels – the new national symbol for the great childhood every child deserves because our children are our future.

This National Mall event directly follows the distribution of XX,XXX pinwheels at the White House Easter Egg Roll one week prior. These activities are two of the hundreds featuring pinwheels taking place throughout April’s Child Abuse Prevention Month nationwide. Large scale pinwheel gardens will also take place in New York and Chicago, and community-based gardens will dot the map from coast to coast, from Honolulu, HI, to Tallahassee, FL, from Phoenix, AZ, to Portland, ME. All told, there will be nearly one million pinwheels displayed throughout April across the nation.

“To me, the pinwheel stands as a symbol of hope. It makes me think of my childhood and the bright futures we want for all children,” said (Spokesperson). “I’m doing my part by being here today, but to really see change for children in this country, we all must do our part.”

Via the pinwheel, Prevent Child Abuse America is calling the public to act in any of the following ways:

- 1) Make a donation to Prevent Child Abuse America at (LINK).
- 2) Volunteer for a Prevent Child Abuse America state chapter at (LINK).
- 3) Tag your tweets with #pinwheel to raise awareness.
- 4) Tell us what a “great childhood” means to you on Facebook at (LINK).

Joining Prevent Child Abuse America in these efforts are (list partners and sponsors).

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PRESS RELEASE #3

(Name)
Prevent Child Abuse (State)
(Number)

PREVENT CHILD ABUSE (STATE) TO (DESCRIBE PINWHEEL EVENT)

***Pinwheel Garden to be One of Hundreds Planted Nationwide throughout April's
Child Abuse Prevention Month to Call People to Action***

CITY, STATE, DATE – Prevent Child Abuse (State) will (describe activities).

This event is one of (number) pinwheel events taking place across (State) and one of hundreds across the nation, including on the National Mall in Washington, D.C, in New York and Chicago, to call people to act on behalf of our state's and nation's children throughout April.

“While the pinwheel creates a memorable and compelling visual, it is the story behind the pinwheel that makes the biggest mark,” said (Name), (Title) of Prevent Child Abuse (State). “The pinwheel is a sign of hope, of the great childhoods all children deserve because our children are our future.”

(More about your pinwheel event(s), including actions people can take.

(Recognize partners or sponsors.)

(Quote from sponsor or partner.)

(End with boilerplate)

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