*Press Release Sample – National CAPM Theme*

**Prevent Child Abuse America: “Help Great Childhoods Happen this April!”**

***National non-profit is encouraging people to get involved with child abuse prevention by taking part in activities like mentoring, advocating or donating on behalf of children***

**(CHICAGO, IL)** – This April, the leading organization dedicated to the primary prevention of child abuse and neglect has a message for all Americans: “you’re doing great things for children, keep it up!”

April is Child Abuse Prevention Month and Prevent Child Abuse America is spreading the message that everyone can help great childhoods happen in their community.

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

“These numbers show that many people are already involved in activities that prevent child abuse and neglect, they just don’t realize it,” said Dan Duffy, President and CEO of Prevent Child Abuse America. “This April we are working to educate the public regarding 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 their research, Prevent Child Abuse America is encouraging the public to learn more about how three specific actions – mentoring children and parents, advocating for family-friendly policies, and donating time and money – relate to child abuse prevention while giving the public the tools and resources they need to get involved in these activities.

Some suggestions from Prevent Child Abuse America for how people can get involved include:

* Volunteering to staff an after-school program like a sports or academic team.
* Mentoring a new parent by reaching out to your neighbor and offering to help with
* Advocating for federal and state policies that support children and families, such as home visiting programs, paid family medical leave.
* Learning about abuse prevention curricula in place at local schools or churches and advocating to create one if there is not yet a program in place
* Donating time to organizations that support children, such as by offering to be a free tutor or getting involved with a local mentorship program
* Donating money to organizations that fight for children and families such as a local Prevent Child Abuse America state chapter.

“At Prevent Child Abuse America, we believe that we all play a role in the healthy development of children. That is why this April we are sharing ’30 Ways in 30 Days’ that people can help create great childhoods for all children,” said Duffy. “We hope you will learn more about how your actions can help prevent child abuse and encourage your friends to join you in making a difference for children and families.”

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**About Prevent Child Abuse America**
Founded in 1972, Prevent Child Abuse America is a national organization with chapters in all 50 states and nearly 600 Healthy Families America home visitation sites. We lay the groundwork to deliver the great childhoods that all children deserve. We promote services that improve child well-being and develop programs that help to prevent all types of abuse and neglect. Ninety-four cents of every dollar spent goes directly into programs and services, which is why we have received top ratings by a variety of charity watchdog organizations, including Charity Navigator, GreatNonprofits and GuideStar. To learn more about what we’re doing to prevent child abuse and neglect and how you can help, visit us at preventchildabuse.org.

*Press Release Sample – Wear Blue Day Theme*

**Prevent Child Abuse [STATE] is turning [STATE] Blue on Wear Blue Day 2018**

***The non-profit is encouraging everyone in [STATE] to take action on behalf of children during Child Abuse Prevention Month***

**(CITY, STATE)** – On Friday, April 6th, Prevent Child Abuse [STATE] is participating in Wear Blue 2018, a day dedicated celebrating child abuse prevention efforts across the country.

“April is Child Abuse Prevention Month, and Wear Blue Day is a chance to highlight the way that we are joining with organizations and individuals across [STATE]and the country to bring awareness to prevention,” said [NAME], [TITLE] of Prevent Child Abuse [STATE].

You can get involved in Wear Blue day by:

* Wearing blue on April 6 and tell people you are participating in a national day to highlight child abuse prevention!
* Take a picture of yourself and your colleagues all dressed in blue and share it on your favorite social media platform using the #WearBlue hashtag!
* Share a story of how you help mentor children, advocate for policies that keep kids safe, or donate time or money to a local child serving organization and inspire others to get involved during Child Abuse Prevention month.

“We encourage everyone in [STATE] to check out the hashtag #WearBlue on twitter and Facebook to see how they can get involved during Child Abuse Prevention month,” said NAME.

[DESCRIBE YOUR WEAR BLUE DAY EFFORTS HERE! FOR EXAMPLE:

This year, Prevent Child Abuse America will be using #WearBlueDay to highlight ways that people can prevent child abuse by mentoring, donating or becoming advocates in their community. Prevent Child Abuse America will be using their social media channels to explain how those actions connect to child abuse prevention and highlight stories and snapshots of people around the country who helping great childhoods happen in their community.

“Wear Blue Day is a great chance to shine a light on the great work done on behalf of children and families around the country,” said Dan Duffy, President and CEO of Prevent Child Abuse America. “From public health officials to law enforcement officers to parent advocates, Wear Blue Day is a chance to show the world how many different ways there are to get involved with prevention.”

The organization encourages others to join them at [EVENT.] [EVENT DETAILS HERE, SUCH AS DATE/TIME, SPONSORS IF APPLICABLE, AND SUGGESTED DONATION].

For more information on child abuse prevention or to learn more about what you can do to help, visit Prevent Child Abuse [STATE] on the web at [WEBSITE.]

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**About Prevent Child Abuse [STATE]**

INSERT PCA STATE CHAPTER BOILERPLATE HERE

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**Prevent Child Abuse [**STATE**] Celebrates Pinwheels for Prevention® at [**LOCATION**]**

*Pinwheels serve as a visual reminder that we all play a role in child abuse prevention*

(CITY, STATE) – Prevent Child Abuse [STATE] will be at [LOCATION] on [DATE] to recognize Child Abuse Prevention Month and the fact that we all play a role in helping great childhoods happen. During April, Prevent Child Abuse [STATE] will be holding events across the month to help people in [STATE] better understand the different ways that they can get involved in child abuse prevention.

“At Prevent Child Abuse [STATE], we know that we can make a positive impact on the future by preventing child abuse and neglect today,” said [NAME], [TITLE] at Prevent Child Abuse [STATE]. “The best way to increase that impact is by involving the public in our work, and that’s why we’re out here today.”

Today’s event at [LOCATION] is part of the nationwide Pinwheels for Prevention® campaign that has seen more than 4 million pinwheels distributed nationwide since 2008. Pinwheels are the national symbol of child abuse prevention and a visible reminder of the happy and healthy childhood that all children deserve.

Each year, advocates and volunteers plant pinwheel gardens in recognition of Child Abuse Prevention Month, a national month dedicated to recognizing the ways that people can get involved in the healthy development of children. This year, Prevent Child Abuse [STATE] is planning [#] of pinwheels in recognition of [suggestions include: number of births/number of children served by direct service programs/The year your chapter was founded].

“Prevent Child Abuse [STATE] has done an incredible job engaging citizens of [STATE] in taking action in support of children and families,” said Dan Duffy, President & CEO of Prevent Child Abuse America. “This event is a great way to recognize Child Abuse Prevention Month and to show people how they can help great childhoods happen and get involved in child abuse prevention.”

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**About Prevent Child Abuse [STATE]**

INSERT PCA STATE CHAPTER BOILERPLATE HERE

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