

Sample Press Release

FOR IMMEDIATE RELEASE

Contact: *Name & Organization* *Phone Number* *Email Address*



Virginia Promotes Child Abuse Prevention Month

Statewide activities highlight effort to protect children.

April is National Child Abuse Prevention Month and *(Name of Your Organization)* is partnering with the Virginia Coalition for Child Abuse Prevention, Prevent Child Abuse Virginia (PCAV) and the Virginia Department of Social Services (VDSS) to help raise awareness of the role we can all play in ensuring happy and healthy childhoods for every child in Virginia.

Together with PCAV and VDSS, we believe that all children deserve a great childhood as children will shape our future. However, that is sadly not the case for many children in Virginia. Thousands of Virginia children suffer abuse and neglect each year. In FY 2016, there were 51,327 children reported as possible victims of abuse and neglect, and of those children, there were 52 confirmed deaths due to abuse and neglect.

These statistics are a reminder to all of us that we can each find a way to ensure safe and positive childhoods. The 2017 Virginia Child Abuse Prevention Month theme, “**Together for Children,**” promotes the idea that together, communities can unite in their efforts to prevent the abuse and neglect of children in our commonwealth.

Activities across the state will include:

- ❖ **PINWHEEL GARDENS:** The planting of pinwheel “gardens” by organizations, schools and businesses throughout Virginia, including at Lewis Ginter Botanical Garden in Richmond. The pinwheel is the symbol for child abuse prevention and reflects childhood hope, health and happiness. For more information, visit www.pcav.org
- ❖ **WEAR BLUE DAY: APRIL 4TH.** Blue is the official color of child abuse and neglect prevention and on April 4th, friends and advocates across Virginia will wear blue to represent their support of child abuse prevention month.
- ❖ (YOUR Local community ACTIVITY 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, www.dss.virginia.gov, or call the

Child Abuse Hotline at

1-800-552-7096