



*Festival of Children
Foundation*

FOR IMMEDIATE RELEASE

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**FESTIVAL OF CHILDREN® AT SOUTH COAST PLAZA SPOTLIGHTS
CHILDREN'S CHARITIES DURING NATIONAL CHILD AWARENESS MONTH**

*Festival of Children Foundation Presents 15th Annual Festival of Children® with over 75
charities in attendance*

Costa Mesa, CA – Festival of Children Foundation presents the 15th Annual Festival of Children®, a community-wide charity outreach event held every weekend in September, in conjunction with National Child Awareness Month, at South Coast Plaza. Children of all ages are invited to enjoy the month-long Festival offering free family activities and events, including live music and dance performances, a grand scale back-to-school fashion show by South Coast Plaza retailers, including Macy's, arts and crafts, animal shows, face painting, and more, while showcasing over 75 youth-serving organizations.

"As we celebrate this milestone year at the Festival, I am thrilled to welcome back several charities that have been with us since the very beginning and introduce the community to some wonderful charities that are new this year, including: Project Hope Alliance, South County Outreach, Casa Teresa, Western Youth Services, and Project Cuddle." The charities at the Festival vary in mission and size, but they all share a common goal - to improve the lives of children. "As we celebrate National Child Awareness Month at Festival of Children, it's so wonderful to see Festival visitors discovering causes that are important to them and getting involved. Investing in our children is the greatest investment we can make in the future of our nation," added Segerstrom Daniels.

"Festival of Children Foundation is a champion of CHOC Children's mission to nurture, advance and protect the health and wellbeing of children. Its steadfast support aids CHOC's efforts to bring bright futures to the children of Orange County and beyond," stated Jan Lansing, Vice President, Marketing & Communications, CHOC Children's Hospital.

While visiting the charities' booths and learning about their programs, guests can enjoy free family activities every weekend in September. Activities include:

- Canstruction OC: September 1-26 - Guests will be astonished as they view 13 amazing structures made entirely out of canned goods. At the conclusion of the Festival, the structures are disassembled, and over 60,000 canned food items will be donated to the Orange County Food Bank for distribution to needy families in Orange County.
- Back-to-School Fashions: September 4 at 11:30am in Carousel Court - Children of all ages will model the latest back-to-school fashions from South Coast Plaza retailers, including Macy's.
- LEGO: Every Saturday from 2:00-4:00 pm in Carousel Court, experience amazing craft activities.
- Sanrio: September 3 at 12:00 & 2:00 pm in Carousel Court – The Hello Kitty mascot will be on hand for meet & greet and photos.
- Care Bears Plush Drive September 10 & 11 shoppers can “Share Your Care” with Care Bears™ by donating a plush stuffed animal to the We Care Bears organization. Bring a NEW plush donation and meet Share Bear from 12-2 pm on Saturday & Sunday in Carousel Court.
- Puzzle Zoo: September 10 from 12:00-2:00 pm in Carousel Court - Calico Critters Arts & Crafts. Enter to win drawings.
- Coffee, Tea, Mommy & Me: Every Friday in September at 11am – Educational talks about home safety, vehicle seat safety, nutrition, water and safety, will be followed by arts & crafts activities, and music. Coffee and Tea is hosted by Corner Bakery.

As part of its 15th Year Anniversary, Festival of Children Foundation is partnering with beloved brand Care Bears™ to celebrate their national holiday “Share Your Care Day” on September 9. Shoppers can join the #ShareYourCare movement on September 10 & 11 by donating a NEW plush item for donation drive benefitting We Care Bears, a non-profit organization that was started four years ago by 13 year old Jessica Carscadden. We Care Bears supplies stuffed animals to first responders in order to help children in unbearable situations. Jessica will be honored with the 2016 Festival of Children® “FRED Award” at the Opening Night Event on August 31 at 5:30pm.

This year's Festival will be featuring LEGO Interactive Experience with The Long Beach LEGO User Group that reaches out to build community through interactive experiences in LEGO bricks. The Experiences in Scale: Houses project will kick off at the South Coast Plaza on Saturday September 3rd. The intent of the project is to provide participants with the opportunity to try their hand with making their own version of LEGO modular house (on a 16x16 plate) or mini-modular house (on an 8x8 plate). They hope to use some of the creations as inspiration for future use of the Houses bricks. Eventually this will be used as a fundraiser to help the homeless.

For this project, they will be building alongside several members of the LEGO User Group of Los Angeles (LUGOLA) and the Orange County LEGO User Group (OCLUG). They are extremely interested in finding new builders, and encourage any who would like to build with them at this or future events to contact them through their website (<http://www.lblug.org>) or their Facebook page (Long Beach LEGO User Group).

LEGO will be hosting a build competition open to all. Two categories of MOCs (My own Creation): Personal Brick (pre-built using personal bricks) and Our Brick (onsite using their bricks).

For a complete list of programs and activities, please visit festivalofchildren.org.

About Festival of Children Foundation

Festival of Children Foundation is a 501 (c) (3) nonprofit organization that serves to bring together and coordinate the efforts of charities, companies and individuals who actively work to improve the lives of children. Festival of Children Foundation gives a voice, guidance and support. 100% of the administrative costs are covered by designated funding, allowing donations to go further in direct support of programs and services that improve the lives of children. festivalofchildren.org.

About National Child Awareness Month

Festival of Children Foundation was instrumental in designating September 2015 as National Child Awareness Month (NCAM). NCAM is meant to raise awareness for all children's charities nationwide. Throughout the month of September, all children's charities are invited to take part in NCAM's mission to focus America's attention on four guiding principles: Nurture One Child, that's all it takes to make a difference. Children are the future of philanthropy. It's our responsibility to teach them the importance of sharing and giving back. Actions speak louder than words. For more information, please visit nationalchildawarenessmonth.org.

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