



FOR IMMEDIATE RELEASE

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**Mario Lopez, Tony Hawk, Marie Osmond, Among Celebrities to Join Video Challenge to Win \$65,000 For Charities Honoring National Child Awareness Month**

COSTA MESA, CA – August 23, 2016 – Mario Lopez, Marie Osmond, and Tony Hawk, were some of the first to enter videos to win over \$65,000 for children's charities in the first National Child Awareness Month (NCAM) Talent Challenge on [Indi.com](http://Indi.com), established by the [Festival of Children Foundation](http://FestivalofChildren.org). Celebrities kicked off the Challenge, which concludes on September 30, 2016; they hope to inspire their fans and the public to support children's charities by entering their own videos to the Challenge.

Participants can support their favorite children's charity by uploading a one-minute or less video of a "talent" to [Indi.com/ncamchallenge](http://Indi.com/ncamchallenge) showcasing something silly, or a talent such as singing, dancing, comedy routine, magic, impersonation, or a sports trick. In the video, participants should state which charity he/she supports and challenge at least two other people to respond to his/her challenge. Then, they should promote their entries on social media, where likes and shares of their videos earn "Buzz Points" on [Indi.com](http://Indi.com), the global video platform hosting the NCAM Challenge. The children's charity with the most Buzz Points at the end of the Challenge will receive \$50,000 from the Festival of Children Foundation.

"Everyone is encouraged to participate in this fun, easy challenge and give their favorite children's charity the opportunity to win," says Sandy Segerstrom Daniels, founder and executive director of the Festival of Children Foundation. Besides the top prize of \$50,000, a second place prize of \$5,000 will be awarded and a third place prize of \$2,500. A Founder's Pick of \$5,000 will be awarded along with a [NCAM](http://NCAM.org) Youth Ambassador's Pick of \$5,000. The charity with the most "buzz" generated by videos submitted in September will earn \$5,000!

“We have commemorated National Child Awareness Month for the past 9 years by spreading awareness of children’s issues throughout the country through our network of 450 member organizations,” noted Segerstrom Daniels. “Through grants of over \$200,000 to Youth Ambassadors from all 50 states, we have mobilized more than 14,000 youth volunteers and have impacted more than 700,000 individuals. We anticipate that the NCAM Talent Challenge will build strong recognition for the need to focus on children’s issues and motivating many more people to get involved,” according to Segerstrom Daniels who has been instrumental in getting the U.S. Congress to designate September as National Child Awareness Month. “Our goal is to see that National Child Awareness Month focuses the attention of our nation on the most critical issues facing children today.”

National Child Awareness Month is making a significant impact on many children’s charities across America. Through Festival of Children Foundation’s national platform, there is renewed energy and focus on children’s issues, and action is being taken to make a difference in those lives, one child at a time.

#### **About National Child Awareness Month (NCAM)**

For the past 9 years, Festival of Children Foundation has been instrumental in getting September designated as National Child Awareness Month (NCAM) by the United States Senate. 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. Find a children’s charity that’s important to you and get involved. Many hands make light work. Join forces with everybody that shares your goals and dreams.[www.nationalchildawarenessmonth.org](http://www.nationalchildawarenessmonth.org)

#### **About Festival of Children Foundation**

Festival of Children Foundation is a 501 (c) (3) nonprofit organization that brings together and coordinates 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. For more information, please visit [www.FestivalOfChildren.org](http://www.FestivalOfChildren.org).

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