



FOR IMMEDIATE RELEASE

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UNITED STATES SENATE DESIGNATES SEPTEMBER 2015
NATIONAL CHILD AWARENESS MONTH (NCAM)

8TH Consecutive Year Effort led by Sandy Segerstrom Daniels of Festival of Children Foundation

Costa Mesa, California— [Festival of Children Foundation](http://www.festivalofchildren.org) is pleased to announce that the United States Senate Resolution 223, passed with unanimous consent designating September 2015 as National Child Awareness Month - to promote awareness of charities benefiting children and youth-serving organizations throughout the United States and recognizing efforts made by those charities and organizations on behalf of children and youth as critical contributions to the future of the United States.

"Nonprofit organizations and charities play a critical role in improving the lives of our nation's children and helping them become happy, healthy and productive adults", said Senator Dianne Feinstein. "They provide everything from health care services, tutoring, recreation and opportunities for children to socialize with their peers. These groups make a tremendous contribution to the future of our country and have our deep gratitude."

"I am honored to co-sponsor the National Child Awareness Month with Senator Feinstein to highlight the many remarkable, charitable organizations that work to provide instrumental services to children across the country. By taking the time to recognize National Child Awareness Month, we are able to encourage parents and caregivers to access quality non-profit organizations. As a nation, our priority should always start with supporting our most valuable commodity --- our children." - stated Senator James Lankford.

The history behind the recognition of National Child Awareness Month (NCAM) can be attributed to Sandy Segerstrom Daniels, Founder & Executive Director of Festival of Children Foundation. Ms. Segerstrom Daniels has been steadfast in bringing the focus back to issues facing youth across the country through the local, state and federal political processes. NCAM is meant to raise awareness for all children's charities nationwide. The four guiding principles of NCAM are:

1. Nurture one child, that's all it takes to make a difference.
2. Children are the future of philanthropy. It is our responsibility to teach them the importance of sharing and giving back.
3. Actions speak louder than words. Find a children's charity that's important to you and get involved
4. Many hands make light work. Join forces with those who share your goals and dreams.

"This designation is extremely important to me. The support of the United States Senate solidifies the work we are executing throughout the country. It's the perfect time to make this a focus, and get involved," added Segerstrom Daniels.

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.