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September 2012 Designated as National Child Awareness Month

by United States Senate

5th Consecutive Year Effort Led by Festival of Children Foundation Founder

Sandy Segerstrom Daniels

COSTA MESA, Calif. – Festival of Children Foundation has once again succeeded in its efforts to promote awareness of children’s charities and youth-serving organizations across the United States with the announcement that September 2012 has been recognized as National Child Awareness Month (NCAM) by the United States Senate. Senators Richard Burr (R-NC) and Dianne Feinstein (D-CA) co-sponsored Senate Resolution 522, which passed by unanimous consent on July 16, 2012 designating September 2012 as National Child Awareness Month. September 2012 marks the 5th consecutive year for the designation.

“September is back-to-school month and also a time to focus on youth-serving charities who work each and every month to improve the life of a child. When organizations and charities enrich the lives of children, they are giving back to the family, the community, and the nation as a whole. I am pleased the Senate has honored the organizations throughout California and the United States that work selflessly in the interest of our nation’s children,” said Senator Dianne Feinstein.

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. She has been diligent in raising awareness of issues facing youth across the country through the local, state and federal political processes. “Our children are the greatest legacy that our nation can invest in. I appreciate the continued support of the United States Senate in making National Child Awareness Month an effective tool to increase awareness of the needs for children in our country,” remarked Sandy Segerstrom Daniels. “National Child Awareness Month is about communities, charities and businesses coming together to bring focused attention and support to the resource that guarantees our continued greatness as a nation – our children.”

Bearing a striking resemblance to Festival of Children Foundation’s goals and objectives, NCAM is meant to raise awareness for all children’s charities nationwide, and all 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. So join forces with those who share your goals and dreams.

(more)

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. For more information, please visit www.festivalofchildren.org.

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