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U.S. SENATE DESIGNATES SEPTEMBER 2013 **NATIONAL CHILD AWARENESS MONTH (NCAM)**

6th Consecutive Year Effort Led by Sandy Segerstrom Daniels of Festival of Children Foundation

COSTA MESA, Calif. (June 26, 2013) – Festival of Children Foundation is pleased to announce that the United States Senate unanimously passed [Senate Resolution 173](#) designating September as National Child Awareness Month (NCAM).

“Organizations and charities that serve youth in California and across the country are some of our society’s most valuable programs. These groups promote access to education, healthcare, arts, sports and other important services that help create a brighter future for children. I’m pleased the Senate – for the sixth year in a row – has designated September *National Child Awareness Month*, a reminder that we need to work every month to improve and enhance the lives of our 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. Sandy has been diligent in raising awareness of issues facing youth across the country through the local, state and federal political processes. 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. The four guiding principles of **NCAM** are:

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.

“This designation means the world to me! The support of the United States Senate solidifies the work we are doing for children throughout the country. It’s the perfect time to roll up our sleeves and get involved!” added Sandy Segerstrom Daniels.

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, visit festivalofchildren.org

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