



**FOR IMMEDIATE RELEASE**

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## **U.S. SENATE DESIGNATES SEPTEMBER 2014** **NATIONAL CHILD AWARENESS MONTH (NCAM)**

### ***7<sup>th</sup> Consecutive Year Effort Led by Sandy Segerstrom Daniels of Festival of Children Foundation***

**COSTA MESA, Calif.** (July 21, 2014) – Festival of Children Foundation is pleased to announce that the United States Senate has designated September as National Child Awareness Month (NCAM). Senators Richard Burr (R-NC) and Dianne Feinstein (D-CA) co-sponsored [Senate Resolution 503](#), which passed by unanimous consent on July 16, 2014 designating September 2014 as National Child Awareness Month. September 2014 marks the 7<sup>th</sup> consecutive year for the designation.

“Nonprofits and charities in our local communities play a critical role in helping our children succeed. They help children learn, improve access to health care and aid in the development of skills needed to live happy, healthy lives. I’m pleased the Senate unanimously designated September as National Child Awareness Month to remind us that children are our future and we all play a role in helping them thrive,” 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. 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.**

“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. 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,” remarked 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](http://festivalofchildren.org)

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