



FOR IMMEDIATE RELEASE

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**FESTIVAL OF CHILDREN FOUNDATION SALUTES
CHILDREN'S CHARITIES AT OPENING NIGHT PARTY**

Attendees Celebrate September as National Child Awareness Month

Costa Mesa, Calif. - Festival of Children Foundation held its Opening Night Party under the stars at South Coast Plaza's Garden Terrace on Thursday, August 30, 2012. The highly anticipated event was enjoyed by 420 attendees, including political dignitaries, business and community leaders, and representatives from over 75 different children's charities, all member organizations of Festival of Children Foundation. Guests enjoyed sumptuous summer faire and live musical entertainment.

"This opening night party is my way of saying thank you to all of the wonderful nonprofit organizations doing great work on behalf of children in our community. Large and small, they all deserve to be recognized and celebrated. Everyone here believes in what they're doing. Which is why the theme of tonight's party is 'Believe.' To make a real difference in the lives of children, we must believe," said Sandy Segerstrom Daniels, Founder & Executive Director of Festival of Children Foundation.

A highlight of the evening was the presentation of the Foundation's annual **FRED Award (For Really Extraordinary "Do"ers)**. The recipient was Yash Gupta, a 15 year old high school junior from Irvine, for the outstanding work he has done to provide eyewear to those who can't afford it through his nonprofit, Sight Learning. Yash was unable to accept the award in person, as he was in India organizing an eye exam clinic. "I would like to thank the Festival of Children Foundation for honoring me with the FRED Award. I am extremely humbled and honored. Giving back is extremely fulfilling. Seeing the joy and emotion of the people you are helping is truly inspiring, and keeps me motivated to continue to help as many people as I can," said Gupta in an email to Sandy Segerstrom Daniels.

The opening night party kicks off the month-long Festival of Children®, a community-wide charity outreach event, held in conjunction with National Child Awareness Month, every weekend in September at South Coast Plaza. For more information, visit www.festivalofchildren.org.

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.

About National Child Awareness Month (NCAM)

Festival of Children Foundation was instrumental in getting September 2012 recognized as National Child Awareness Month (NCAM) for the 5th consecutive year in Washington, D.C. 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:

Nature 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.

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