



FOR IMMEDIATE RELEASE

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FESTIVAL OF CHILDREN FOUNDATION CELEBRATES 10 YEAR
JOURNEY STRENGTHENING CHILDREN'S CHARITIES
AT OPENING NIGHT PARTY

Attendees celebrate 10th Anniversary of Festival of Children Foundation & US Senate designation of September 2013 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, September 5, 2013. The summer soiree was enjoyed by 438 attendees, including political dignitaries, business and community leaders, and representatives from over 50 different children's charities, all member organizations of Festival of Children Foundation. Guests enjoyed sumptuous summer faire and live musical entertainment.

"The evening's theme, 'A Call to Action,' is an invitation to do just that. We hope you'll get to know the amazing youth serving charities that will be on site with us throughout September at Festival of Children at South Coast Plaza. Once you get to know them, we hope you'll take it one step further and volunteer to make a difference in the life of one of the children they serve," said Sandy Segerstrom Daniels, Founder & Executive Director of Festival of Children Foundation and a Managing Partner of South Coast Plaza.

A highlight of the evening was the presentation of the annual **FRED Award (For Really Extraordinary "Do"ers)**. The recipient was Elizabeth Piercy, a recent graduate of Estancia High School in Costa Mesa. At age 8 Elizabeth was diagnosed with a rare brain tumor. She has since had 16 brain surgeries. In her free time Elizabeth enjoys knitting, and through the years has knitted over 900 hats. Recipients of her handmade hats are patients at CHOC Children's Hospital, homeless people, and children in Africa. Elizabeth surprised Sandy with a pink knit hat that she had made just for her. "I didn't know pink was Sandy's favorite color, but I'm glad it is," said Piercy.

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. Festival of Children Foundation is proud to welcome Infiniti as the official vehicle sponsor of Festival of Children 2013.

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 2013 recognized as National Child Awareness Month (NCAM) for the 6th 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:

Nuture 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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