



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 Wednesday, September 3, 2014. The highly anticipated event was enjoyed by 462 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 international cuisine and live musical entertainment. "Opening night party is my way of saying thank you to all of the wonderful nonprofit organizations doing great work on behalf of children. Large and small, they all deserve to be recognized and celebrated," 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 Myles Saunders, a 16 year old high school student from Huntington Beach. Myles was only 9 when he learned his mother was diagnosed with early-onset Alzheimer's disease. Saunders was recently named Orange County Alzheimer's Association's Caregiver of the Year.

"It is up to each and every one of us to work to make the world a better place for children. This year's Festival of Children theme 'One World' is an invitation to do just that," added Daniels. Opening night party kicked 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 would like to thank its corporate sponsors including Kaiser Permanente and Infiniti, the official vehicle sponsor of Festival of Children.

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 2014 recognized as National Child Awareness Month (NCAM) for the 7th 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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