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# Press Release

## **Celebrating National Child Awareness Month, Photobomb Challenge Will Award \$50,000 to One U.S. Children’s Charity**

**COSTA MESA, Calif. (Sept. 13, 2017)** – To celebrate and increase awareness for National Child Awareness Month (NCAM) in September, the national, non-profit Festival of Children Foundation has launched the NCAM Photobomb Challenge, which will award a \$50,000 grant to one U.S. children’s charity. Individuals, in support of their qualified children’s charity, simply upload their favorite photobomb moment from September 15 to 30, at <http://www.indi.com/2017ncamchallenge>. The photo or video with the most “buzz,” as measured by social media impact, will win the grant. The Foundation will also award a Founders Award of \$5,000 to one U.S. children’s charity, with no minimum buzz score required.

“Every day we see charities responding in extraordinary ways to extreme circumstances faced by our nation’s children,” said Sandy Segerstrom Daniels, founder and executive director of Festival of Children Foundation. “This is a way everybody can give back. It’s as simple as 1-2-3 to raise awareness and win a \$50,000 grant for your favorite children’s charity. Upload your favorite Photobomb photo or video to the NCAM Photobomb website, then share with your friends, family and colleagues, and encourage them to share to their social networks.”

For the 10<sup>th</sup> consecutive year through the passage of United States Senate Resolution 249, NCAM serves as a rallying cry to children’s charities across the country, their benefactors and supporters, and the public, to set aside their individual agendas in September to unite and collaborate to raise awareness and inspire action for all children’s causes. Created in 2008 by Segerstrom Daniels, NCAM has inspired thousands to action, including more than 109,992 volunteers resulting in 133,683 volunteer hours given to improve the lives of America’s children.

During the past 10 years, NCAM has received bipartisan Senate support with key sponsors including Senator Dianne Feinstein (D-CA), who has sponsored the resolution each year, Senator James Lankford (R-OK), and Senator Richard Burr (R-NC), and several additional Senate co-sponsors. It is estimated that more than 2 million children to date have benefitted from the NCAM program through partnerships and grants. Between 2012 and 2015, in collaboration with Youth Service America, 150 high school and college students from all 50 states and Washington, D.C., were trained to develop and supply solutions to critical issues facing children in their communities.

In 2016, NCAM launched its first public awareness campaign, the NCAM Talent Challenge, and awarded \$72,500 in grants to several children's charities. Celebrities including Matthew Morrison, Olivia Newton John, Mario Lopez, Marie Osmond, and Tony Hawk were among people from around the country, who submitted videos showcasing a special talent for a chance to win money for the children's charity of their choice. The talent challenge secured more than 2.5 million social impressions among the 220 videos submitted.

#### **About National Child Awareness Month**

The effort to have September declared as National Child Awareness Month began as a local effort in Orange County, Calif., by Festival of Children Foundation Founder Sandy Segerstrom Daniels to raise awareness and focus America's attention on our greatest asset – our children. The Orange County Board of Supervisors first unanimously designated September as "Child Awareness Month" in September 2002. In September of 2003, the State of California commended Festival of Children Foundation's efforts and designated September as "Children Awareness Month." In 2008, the U.S. Senate passed U.S. Senate Resolution 644 designating September 2008 "National Child Awareness Month." Since then, Ms. Segerstrom Daniels and Festival of Children Foundation have been successful in having every successive September designated as "National Child Awareness Month."

#### **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 work to improve the lives of children. 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 nationwide. For more information please visit [www.festivalofchildren.org](http://www.festivalofchildren.org)

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