

For Immediate Release

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United States Senate Designates September as National Child Awareness Month for the 11th Consecutive Year

COSTA MESA, Calif. (Sept. 13, 2018) – With unanimous consent, the United States Senate has designated September as National Child Awareness Month (NCAM) for the 11th consecutive year (U.S. Senate Resolution 612). The resolution serves to raise awareness for U.S. children’s charities and youth-serving organizations and recognize their efforts to create better futures for America’s children.

NCAM began in 2002 as a grassroots effort in Orange County, California, by Sandy Segerstrom Daniels, the founder and executive director of the national non-profit organization, Festival of Children Foundation (FOCF), which supports nearly 500 children’s charities across the country. Daniels wanted to refocus critical attention on improving the lives of all children in America and shine a light on the charities that serve them. The effort soon blossomed into a state and then national initiative.

In 2008, the U.S. Senate unanimously passed its first resolution designating September as National Child Awareness Month, which it has done every year since. The resolution is sponsored by U.S. Senator Dianne Feinstein (D-CA), who has sponsored the resolution each year. This year, the resolution’s co-sponsors include: Senator James Lankford (R-OK), Senator Sherrod Brown (D-OH), Senator Shelley Moore Capito (R-WV), Senator Catherine Cortez Masto (D-NV), Senator Gary C. Peters (D-MI), Senator Chuck Grasseley (R-IA), and Senator John Hoeven (R-NC).

"Each September, as a new school year begins, we recognize National Child Awareness Month, an opportunity to celebrate the vital role that charities and nonprofit organizations play in improving the lives of America's children," said Senator Feinstein. "The investments these groups make in five key areas - arts and culture; education and development, environment; social services; and health and wellness - are vital to help set children up for success in school and beyond. We're thankful for this important work to address children's growing challenges and needs."

"National Child Awareness Month was created to recognize and applaud the thousands of children’s charities in our country that work tirelessly to make a positive and lasting impact on our youth," said

Sandy Segerstrom Daniels, founder and executive director of Festival of Children Foundation. "We are immensely grateful for the continuing support coming from the United States Senate each year."

In 2016, FOCF created the NCAM Challenge online video contest to increase awareness for NCAM and as a fun and relevant way for the public to raise funds for their favorite children's charity. To date, FOCF has awarded \$152,500 to nine charities. This year, \$50,000 in grants will be given to charities, whose videos creatively showcase their positive community impact and receive the most online visibility. Anyone can enter by simply uploading a short video at <https://indi.com/2018ncamchallenge> where participants can also view full eligibility and judging criteria.

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

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