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FOR IMMEDIATE RELEASE

With Unanimous Consent, United States Senate Designates September as National Child Awareness Month (NCAM)

Designation Serves to Inspire Widespread Support for Children's Charities

COSTA MESA, Calif. (Aug. 13, 2019) – The United States Senate, with unanimous consent, has recently designated September 2019 as National Child Awareness Month (NCAM) through the passage of United States Senate Resolution 302. NCAM was created by Sandy Segerstrom Daniels, founder and executive director of the national non-profit Festival of Children Foundation (FOCF) in Costa Mesa, California, to serve as a rallying cry to children's charities across the country, their benefactors and supporters, and the public, to set aside their individual agendas to unite and collaborate to raise awareness and inspire action for all children's causes. "From day one, our mission behind National Child Awareness Month has been to inspire the nation to invest in children and the charities that offer them critical services and support," said Segerstrom Daniels. "We are humbled and encouraged by the U.S. Senate's continued support and will continue to work to focus our country on the needs and dreams of our most valuable asset, our children."

NCAM received bipartisan support from its co-sponsors Senator Dianne Feinstein (D-CA) and Senator James Lankford (R-OK). "National Child Awareness Month is a chance to celebrate the crucial role that charities and nonprofits play in improving the lives of children in America," said Senator Feinstein. "These groups invest in children at all ages to prepare them for success in school and beyond, and we're thankful for the work they do." "We are at our best as a nation when we care for children," said Senator Lankford. "My family is grateful for the tireless dedication of providers, volunteers, and all those who pitch in to give our children and youth support, care, mentorship, and encouragement. September is a month for us to pause and say an additional thank you for their continued work to provide a strong foundation for children. I am honored to join Feinstein again this year to recognize September as National Child Awareness Month."

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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 declared September as "Children Awareness Month." In 2008, the U.S. Senate passed U.S. Senate Resolution 644 declaring September 2008 "National Child Awareness Month." Since then, Ms. Segerstrom Daniels and Festival of Children Foundation have been successful in having every successive September declared 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

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