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FOR IMMEDIATE RELEASE

Festival of Children® Celebrates 20 Years at South Coast Plaza During National Child Awareness Month

Month-Long Celebration Kicks-off with Performance by America's Got Talent Winner Kodi Lee

COSTA MESA, Calif. (August 24, 2021) – Now in its 20th year, Festival of Children® returns this September to South Coast Plaza in Costa Mesa, California, celebrating the magic of childhood and the charities that work tirelessly to improve the lives of children across Southern California. The month-long, high-energy event features a host of free, family-fun entertainment including more than 100 activities and performances ranging from face painting and arts and crafts to karate demonstrations, live dance and singing performances, animal shows, and much more. The event also showcases the important work of 70 local children's charities, which receive free display space to help raise awareness for their individual causes among the 2 million people that visit the center each September.

Festival of Children Foundation (FOCF), a Costa Mesa, California-based, national non-profit organization that supports and serves nearly 500 children's charities, founded the Festival in 2002. Since then, more than 38 million people have been educated to the important work of the participating charities. The event coincides with the 14th consecutive year the U.S. Senate designated September as National Child Awareness Month (NCAM). NCAM is a FOCF initiative, which seeks to refocus attention on improving the lives of all children in America.

"After taking Festival of Children® virtual in 2020, we are so excited to be back in person for our 20th anniversary to reconnect with community and celebrate the amazing charities that serve children," said Sandy Segerstrom Daniels, founder and executive director, Festival of Children Foundation. "During this National Child Awareness Month, it's my hope there will be a heightened awareness and appreciation for the charities that provide access to resources and support children need to thrive."

Several new charities will participate this year, including: Extraordinary Lives Foundation, Orange County Head Start, Inc. and Pathway School. Highlight events and activities include: Voices of Hope Children's Choir, Meet & Greet with the Crowned Princesses, OC Aerial Arts-Performing Co. of the Ruby Karen Project Aerial Performing Arts and Island Inspirations.

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2021 Festival of Children®/2-2-2-2

Among the many featured activities at this year's Festival are:

Opening Ceremonies: Saturday, Sept. 4, 12:00 p.m. – Featuring America's Got Talent Winner Kodi Lee and The Hi-Tops.

Dance: Each Saturday and Sunday, various times – Ballet, Folklorico, Indian, Hip Hop Dance Troupes, and more.

Arts & Crafts: Every Saturday and Sunday, Noon to 4:00 p.m.

Festival of Children® 2021 sponsors include: CHOC, Lamborghini Newport Beach, South Coast Plaza, Mitsubishi Electric, Mesa Water and Willis Towers Watson.

For more information about Festival of Children®, including a list of the participating charities, activities and entertainment, please visit www.festivalofchildren.org for most current schedule.

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.

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