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22nd Annual Festival of Children® Returns to South Coast Plaza in September to Celebrate National Child Awareness Month

COSTA MESA, Calif. [August 15, 2023] – The highly anticipated 22nd Annual Festival of Children® is set to return to South Coast Plaza this September, bringing together a vibrant community of charities, performance groups, and businesses to celebrate National Child Awareness Month. The month-long Festival, renowned as one of the largest and most exciting family events in the region, will showcase engaging activities, performances, and opportunities for families to come together, learn, and grow.

Mark your calendars for a month filled with inspiration and fun as Festival of Children® comes back to South Coast Plaza from September 2-24. This spectacular event aims to raise awareness about the needs of children, highlight the incredible work of nonprofit organizations dedicated to supporting children and families, and create an unforgettable experience for attendees of all ages.

Highlights of the 22nd Annual Festival of Children®:

- **Family-Friendly Entertainment:** Each weekend from September 2-24, Festival of Children® will feature entertainment that will captivate both the young and the young at heart. From live performances by talented young artists to hands-on activities, there is something for everyone.
- **Nonprofit Spotlight:** 70 local nonprofit organizations committed to making a positive impact on the lives of children will be on display throughout the month. This platform provides a unique opportunity for the public to learn about their missions, volunteer opportunities, and ways to get involved.
- **Canstruction:** Located throughout the Macy's Home Store/Crate & Barrel Wings, guests will experience eight larger-than-life sculptures. Each themed sculpture is made entirely out of canned food that will get donated to the local foodbank to fight hunger.

"We are thrilled to once again host Festival of Children® at South Coast Plaza, providing a platform for families and organizations to come together and celebrate the spirit of National Child Awareness Month," said Sandy Segerstrom Daniels, Founder & Executive Director of Festival of Children Foundation. "With the theme this year being 'The Sky's the Limit', it's my hope Festival of Children® will inspire young minds and ignite their imaginations. Through captivating activities and engaging performances, we aim to create an atmosphere where dreams take flight".

This year's sponsors include: CHOC, Hyundai Hope On Wheels, South Coast Plaza, Mitsubishi Electric, Mesa Water, City National Bank, and LAist. For more information and event schedule, please visit www.festivalofchildren.org.

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 S.Res.644 officially 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.