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‘Getting their kicks’ with the Festival of the Children Foundation

Route 66-themed music video produced through the award-winning Kids in Focus program premieres October 28 at Lido Theater in Newport Beach

NEWPORT BEACH, Calif. (October 23, 2026) – The Daily Pilot has featured Festival of Children Foundation’s award-winning Kids in Focus program and its newest project with the All-American Boys Chorus: a Route 66-themed music video celebrating the historic highway’s 100th birthday. The video will premiere Wednesday, October 28, at 6:30 p.m. at the Lido Theater in Newport Beach.

Written by Daily Pilot contributor Elizabeth Carroll, the story traces the Foundation’s beginnings as a single event in 2001, its establishment as a nonprofit in 2003 by founder and executive director Sandy Segerstrom Daniels, and its mission to help children’s charities collaborate and reach a wider audience.

Kids in Focus helps children’s charities produce professional videos that connect them with new audiences. The program has created 30 projects across 15 states and earned two Telly Awards for its nonprofit video work, partnering with organizations including Make-A-Wish Idaho, Inspiration Ranch and Girls on the Run.

For the Route 66 project, the chorus – an Orange County boys’ music education nonprofit founded in 1970 – was filmed in groups in front of a green screen and composited into scenes along the highway, singing “(Get Your Kicks on) Route 66.”

“The project that I brought to the Festival of Children Foundation, the pitch that I made to them, I had no idea that it was gonna turn into this thing, and it’s way better than what I could have conceived it to be,” Wesley Martin, artistic director of the All-American Boys Chorus, told the Daily Pilot.

Read the full story in the Daily Pilot: <https://www.latimes.com/socal/daily-pilot/news/story/2026-10-23/getting-their-kicks-with-festival-of-children-foundation>

About Festival of Children Foundation

Festival of Children Foundation is a 501(c)(3) nonprofit organization that brings together and coordinates the efforts of charities, companies and individuals who work to improve the lives of children. One hundred percent of the Foundation's 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, visit <https://festivalofchildren.org/>.

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