

News Release

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Junior League of Baton Rouge, Inc. Promotes Child Abuse and Neglect Prevention Awareness in Public Schools

BATON ROUGE, LA—Prevent Child Abuse Louisiana announced today that the Junior League of Baton Rouge, Inc. has provided funding through their Community Assistance Fund to help promote awareness about child abuse and neglect prevention in East Baton Rouge Parish public schools. The Junior League's donation will make it possible for 10 public schools to participate in the Pinwheels for Prevention Campaign during Child Abuse Prevention Month in April, 2010.

The Pinwheels for Prevention campaign was launched in 2008 as Prevent Child Abuse Louisiana's signature public awareness campaign. Prevent Child Abuse America chapters all over the country participate each year to help raise the public's awareness that child abuse and neglect can be prevented. The pinwheel is a symbol of happy, healthy and nurtured children and throughout the state pinwheels will be blowing in the wind to remind people that we all play a role in ensuring that our children have healthy childhoods.

"The Junior League of Baton Rouge is thrilled to support and enable PCA Louisiana to accomplish its worthy mission of ensuring that every child will grow up in a positive and nurturing environment which promotes self-esteem and self-worth of each child," stated Junior League of Baton Rouge President, Laura Poche. "We look forward to our future collaboration with PCA Louisiana and the Pinwheels for Prevention campaign."

East Baton Rouge Parish public schools are encouraged to contact Loren Brown at Prevent Child Abuse Louisiana's office at 225.925.9520 to sign up to be one of the 10 schools to be sponsored by the Junior League. The first 10 schools will each receive 250 pinwheels to plant on their grounds during the month of April. PCA Louisiana suggests that the schools incorporate the discussions



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surrounding child abuse and neglect prevention into their health curriculum. Furthermore, schools can increase awareness by centering other class projects around the pinwheel.

ABOUT PINWHEELS FOR PREVENTION

Pinwheels for Prevention is the grassroots, signature campaign for PCA America and its 43 chapters nationwide. The pinwheel has come to symbolize a person's commitment to truly preventative measures, such as home visitation services, parent education and the overall re-prioritization of our policies, programs and resources. These measures ensure that every child in the United States is provided with a healthy, safe and nurturing home and an involved, supportive and caring community. For more information on the campaign, please go to www.pcal.org.

ABOUT PREVENT CHILD ABUSE LOUISIANA

Started in 1986, PCA Louisiana is a statewide non-profit organization. Our mission, "to prevent the abuse and neglect of our state's children" is carried out through the development, implementation and support of child abuse prevention activities in Louisiana. PCA Louisiana programs, listed below, work to stop the cycle of child abuse:

- **KIDLINE, 1-800-CHILDREN** – a statewide, telephone service offering crisis intervention, support, parenting information and referrals
- **"Kids Are Worth It!"[®] Conference on Child Abuse and Neglect**– annual state-wide conference attracts social workers, child protection workers, law enforcement officials, day care workers, teachers and others who work with children to learn the latest in prevention and treatment for child abuse and neglect
- **Nurturing the Families of Louisiana[™]** – a structured, weekly program designed to help parents and children reduce dysfunction and build healthy, positive interactions
- **Internet Safety** – launched in May 2007 in partnership with Cox Communications and the Louisiana Attorney General's office to provide a state-wide education initiative to keep children safe from predators on the Internet

ABOUT THE JUNIOR LEAGUE OF BATON ROUGE INC.

The Junior League of Baton Rouge, Inc., founded in 1932, is a nonprofit organization of over 1,800 women with a history of service to the community. The Community Assistance Fund (CAF) assists non-profit agencies in the Baton Rouge area with specific community requests benefiting non-profit organizations. During the 2008-2009 year, CAF used the allocated \$37,139 to fund projects meeting the Junior League vision statement: "The Junior League of Baton Rouge will enhance the quality of life in the Baton Rouge community in the areas of physical health, education and cultural development". The projects funded represent the League's commitment to our vision.

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