



Press Release

For release on March 24, 2009

Contact:
Kelly Wiggins
Marketing and Communications Manager
Children's Home Society of Washington
(206)-695-3234, kellyw@chs-wa.org

April 18 is Believe in the Blue Day for National Child Abuse Prevention Month

Walla Walla, WA – In 2007, there were 36,830 reported cases of child abuse in Washington state alone. In our own community of Walla Walla, there were 348 cases of reported abuse. Prevention is critical to reduce these devastating statistics.

On April 18 from 10 a.m.- noon, thousands of National Exchange Club members across the country will join the local Walla Walla Exchange Club and Children's Home Society of Washington (CHSW) for *Believe in the Blue Day* - the single biggest child abuse prevention event in the Exchange Club's 98-year history. The blue ribbon symbolizes child abuse prevention awareness.

Easy-to-use tip cards that provide advice on reading your child or taming tantrums will be distributed to families at the local Wal-Mart, Super One, and Albertson's. Since the inception of *Believe in the Blue Day* in 2007, nearly one million tip cards have been distributed across the country. "We are excited to partner with the Exchange Club to raise awareness on child abuse in Walla Walla. This united effort could go a long way at shaping healthy parenting strategies, and decreasing the cases of child abuse in our community," says Stephanie Biegel, CHSW Clinical Specialist.

The National Exchange Club is a group of men and women working to make America a better place to live through the prevention of child abuse. Their efforts have helped more than 656,000 families and 1.6 million children break the cycle of child abuse through parent aide programs and public education projects.

Children's Home Society is dedicated to fulfilling the promise of every child. Last year, the Southwest Region provided services to over 800 children and families through services including Early Learning, Child and Family Counseling, Family Support, SPARK Relationship Groups, the Boost! Mentoring program, and volunteer programs.

For more information on Children's Home Society of Washington or how you can become a volunteer, visit www.childrenshomesociety.org or call (509) 529-2130.

###