



March 28, 2012

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APRIL IS CHILD ABUSE PREVENTION MONTH

In recognition of Child Abuse Prevention Month, the Children's Network of Southwest Florida will launch a five county wide public awareness campaign. The campaign will consist of billboards, television commercials and radio ads urging parents to **"Get Closer to Their Child"**.

There are over 1,400 children already in the child welfare system in Southwest Florida. These children have all been abused, neglected or abandoned in some way. **"Each month**, there are over **1,400 calls** to the abuse hotline alleging that a child may be in danger of abuse and neglect right here in our community. This campaign aims to educate parents that there are ways to Get Closer to Your Child and Prevent Child Abuse", says Aimee McLaughlin, Director of Communications for the Children's Network of Southwest Florida.

The television and radio campaign will inform parents that they can call the Children's Network at 1-800-89-FAMILY to receive a postcard with 50 Ways to Get Closer to Your Kids. Those ads will run through the month of April and the billboards will remain up for an entire year. The billboards are located at:

In Lee County at US 41 and College Parkway
In Lee County at US 41 and State Road 78 (Pine Island Rd)
In Collier County at Davis Blvd and CR 951
In Charlotte County at US 41 and State Road 776
In Labelle at State Road 29 and River Road

To get involved in child abuse prevention or to receive a postcard with 50 Ways to Get Closer to Your Kids, please call 1-800-89-FAMILY.

The Children's Network of SWFL is the nonprofit organization that administers the child welfare system in Lee, Collier, Charlotte, Hendry and Glades Counties. Its mission is to work with the community to protect children and preserve families. Children's Network is

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The Children's Network of Southwest Florida is committed to working with the community in building and maintaining a child protection system that promotes safety and stability for children and families.

responsible for approximately 1,400 children and their caregivers, and delivers a comprehensive local system of care through subcontracts with more than 50 social service agencies. Since its founding in 2003, the organization has worked so that Southwest Florida's abused children are safer, have more access to resources and are able to achieve permanency quickly. For more information about Children's Network and its services, visit www.childnetswfl.org or call us at 239-226-1524.

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SEE ATTACHED BILLBOARD PHOTOGRAPH