



Presented by



CHILDREN'S WEEK

c/o United Way of Florida

307 E. Seventh Ave

Tallahassee, FL 32303

Phone (850) 251-7274

Fax (850) 681-9137

[www.childrensweek.org](http://www.childrensweek.org)

**FOR IMMEDIATE RELEASE**

January 27, 2009

**CONTACT:** Ann Rowe-McMullen

850-681-3200

[ann@saltermitchell.com](mailto:ann@saltermitchell.com)

Jason Zaborske

850-251-7274

[jz@childrensweek.org](mailto:jz@childrensweek.org)

## Slated Budget Cuts Make 14th Annual Florida Children's Week More Important Than Ever

*Kick-off to local events to bring attention to children's services across the state,  
offers prelude to March 31 celebration in Tallahassee*

### Statewide Sponsors

Comcast  
Tobacco Free Florida  
Nemours  
Tallahassee Democrat  
Arnold Palmer Hospital for Children  
Kaplan Early Learning Company  
Publix Super Markets Charities, Inc.  
Crispers Restaurants  
The Association of Early Learning Coalitions  
Early Education Group  
Kessler Creative  
Kidsville News Florida  
Salter>Mitchell  
Department of Children and Families  
Prevent Child Abuse Florida

### Non-Profit Partners

2-1-1 Big Bend/Florida 2-1-1 Network  
Agency for Workforce Innovation  
Alliance of Florida PPECS  
Big Bend Community Based Care, Inc.  
Capital Events, Inc.  
Child Welfare League of America  
Children's Forum  
Children's Home Society of Florida  
Children's Medical Services  
Clear Channel  
Commission on Marriage and Family Support  
Communities in Schools of Florida  
Community Health of South Florida, Inc.  
Daniel Memorial, Inc.  
Early Childhood Association of Florida  
Family Central, Inc.  
Family Network on Disabilities of Florida, Inc.  
Family Support Services of North Florida, Inc.  
Florida Afterschool Network  
Florida Alcohol and Drug Abuse Association  
Florida Alliance for Assistive Services & Technologies  
Florida Association for Infant Mental Health  
Florida Children's Services Council  
Florida Coalition for Children  
Florida Conference United Methodist Church  
Florida Developmental Disabilities Council, Inc.  
Florida Education Foundation, Inc.  
Florida Family Child Care Home Association  
Florida Guardian Ad Litem Association  
Florida Head Start Association  
Florida Head Start State Collaboration Office  
Florida Institute of CPAs  
Florida Integrated Children's Services  
Florida Learn and Serve  
Florida Network of Children's Advocacy Centers  
Florida Newspaper in Education Coordinators  
Florida Pediatric Society  
Florida PTA  
Florida School Nutrition Association  
Florida State Foster Adoptive Parent Association Inc.  
Florida's Children First, Inc.  
FSU Center for Prevention and Early Intervention  
Governor's Commission on Disabilities  
Healthy Families Florida  
Hispanic Coalition  
Innovation School of Excellence  
Jacksonville Kids Coalition  
Joey Bergsma Retinoblastoma Awareness Foundation  
Jumpstart Tallahassee  
Mike Vasilinda Productions  
National Association of Social Workers - Florida Chapter  
National Council of Jewish Women  
Partnership for Strong Families  
Prevent Child Abuse Florida  
Reach Out and Read Florida  
Redlands Christian Migrant Association  
Safe Kids are Smart Kids  
Santana Moss Foundation  
Southeast Evaluation Association  
Tallahassee Convention and Visitor's Bureau  
Tallahassee 25  
The Early Childhood Initiative Foundation  
The Florida Center for Child and Family Development  
The Ounce of Prevention Fund of Florida  
United Way of Florida  
United Way of the Big Bend  
Whole Child Leon

**Tallahassee, FI** – Throughout Florida, funding and staff for children's programs and services are at great risk of being lost to the 2009-10 slated budget cuts. Communities across the state are responding by gearing up to kick-off the 14<sup>th</sup> Annual Florida Children's Week to raise awareness about important children's issues. This year's Children's Week activities will focus on the anticipated impact of severe budget cuts to vital programs for Florida's youth.

"Children's Week has become the largest statewide civic education event for children and families in Florida," says Children's Week coordinator Jason Zaborske. "With events happening in all 67 counties and thousands of families traveling to Tallahassee to participate in the Children's 'Capital for a Day', it is the one time during the year that the Capitol is transformed into a living classroom where elected officials, youth leaders, advocates, communities and families can come together with one voice to advocate for Florida's children."

From now through April, more than 75 statewide partners and corporations including Comcast, Tobacco Free Florida, Nemours, Arnold Palmer Hospital for Children, Department of Children & Families, Publix Super Markets Charities, Salter>Mitchell, United Way of Florida and other non-profit organizations are teaming up to host a multitude of events and activities designed to promote the health, safety and well-being of children and families across the Sunshine State. In addition, local organizations will emphasize the importance of maintaining current levels and securing new sources of funding for children and youth services.

During the next ten weeks, communities will offer children's activities and events that include:

- Children in schools and child care centers throughout Florida are coloring and designing more than 100,000 paper cut-outs of their hands, which will be transported to Tallahassee via the "Caring Hands Caravan." Hundreds of volunteers from across the state will arrive at the Capitol on Sunday, March 29 at 1 p.m. to help with the traditional "Hanging of the Hands" in the Rotunda.

- more -



## Children's Week, Cont'd. Page 2

- The "Capital Steps for Kids" program presented by Nemours is giving away 10,000 pedometers to Children's Week local event coordinators to organize walks and promote healthy and active lifestyles through a pedometer challenge. Nemours will highlight the effort and announce how many steps were walked statewide during the pedometer challenge at the Capitol on March 31.
- The "Children's Capital for a Day" is scheduled for Tuesday, March 31 from 9 a.m. to 3 p.m. at the State Capitol. The day includes free walking tours of the Capitol, hands-on educational activities for children, and legislators reading and distributing books to children. Free healthy boxed lunches will be provided by Crispers to all children and teachers who RSVP by March 16, 2009.
- Community advocates in all 67 counties are contacting local government leaders to sign resolutions and hold press conferences to proclaim April 5, 2009 as "Parents and Children's Day" throughout Florida. Recognized in state law, this day takes place on the first Sunday in April each year and encourages parents and children to spend quality time together and participate in fun, healthy and educational activities in their communities.

Additional information and a listing of local events in communities across Florida are available at <http://www.childrensweek.org>.

All activities are free and open to the public.

###

### Statewide Sponsors

Comcast  
 Tobacco Free Florida  
 Nemours  
 Tallahassee Democrat  
 Arnold Palmer Hospital for Children  
 Kaplan Early Learning Company  
 Publix Super Markets Charities, Inc.  
 Crispers Restaurants  
 The Association of Early Learning Coalitions  
 Early Education Group  
 Kessler Creative  
 Kidsville News Florida  
 Salter>Mitchell  
 Department of Children and Families  
 Prevent Child Abuse Florida

### Non-Profit Partners

2-1-1 Big Bend/Florida 2-1-1 Network  
 Agency for Workforce Innovation  
 Alliance of Florida PPECs  
 Big Bend Community Based Care, Inc.  
 Capital Events, Inc.  
 Child Welfare League of America  
 Children's Forum  
 Children's Home Society of Florida  
 Children's Medical Services  
 Clear Channel  
 Commission on Marriage and Family Support  
 Communities in Schools of Florida  
 Community Health of South Florida, Inc.  
 Daniel Memorial, Inc.  
 Early Childhood Association of Florida  
 Family Central, Inc.  
 Family Network on Disabilities of Florida, Inc.  
 Family Support Services of North Florida, Inc.  
 Florida Afterschool Network  
 Florida Alcohol and Drug Abuse Association  
 Florida Alliance for Assistive Services & Technologies  
 Florida Association for Infant Mental Health  
 Florida Children's Services Council  
 Florida Coalition for Children  
 Florida Conference United Methodist Church  
 Florida Developmental Disabilities Council, Inc.  
 Florida Education Foundation, Inc.  
 Florida Family Child Care Home Association  
 Florida Guardian Ad Litem Association  
 Florida Head Start Association  
 Florida Head Start State Collaboration Office  
 Florida Institute of CPAs  
 Florida Integrated Children's Services  
 Florida Learn and Serve  
 Florida Network of Children's Advocacy Centers  
 Florida Newspaper in Education Coordinators  
 Florida Pediatric Society  
 Florida PTA  
 Florida School Nutrition Association  
 Florida State Foster Adoptive Parent Association Inc.  
 Florida's Children First, Inc.  
 FSU Center for Prevention and Early Intervention  
 Governor's Commission on Disabilities  
 Healthy Families Florida  
 Hispanic Coalition  
 Innovation School of Excellence  
 Jacksonville Kids Coalition  
 Joey Bergsma Retinoblastoma Awareness Foundation  
 Jumpstart Tallahassee  
 Mike Vasilinda Productions  
 National Association of Social Workers - Florida Chapter  
 National Council of Jewish Women  
 Partnership for Strong Families  
 Prevent Child Abuse Florida  
 Reach Out and Read Florida  
 Redlands Christian Migrant Association  
 Safe Kids are Smart Kids  
 Santana Moss Foundation  
 Southeast Evaluation Association  
 Tallahassee Convention and Visitor's Bureau  
 Tallahassee 25  
 The Early Childhood Initiative Foundation  
 The Florida Center for Child and Family Development  
 The Ounce of Prevention Fund of Florida  
 United Way of Florida  
 United Way of the Big Bend  
 Whole Child Leon