

THE FAMILY TREE

PROVIDING SOLUTIONS. PREVENTING CHILD ABUSE.

Press Release

For Immediate Release

Contact: Mary Francioli

410-889-2300 x 1199

First Lady Katie O'Malley takes a Stand for Children in The Family Tree's new Pinwheels for Prevention effort to build strong families.

March 29, 2010 - The Family Tree, Maryland's leading child abuse prevention organization is launching a new awareness campaign called *Stand For Children-Pinwheels for Prevention*. The goal of this effort is to educate the public on the role we all play in building strong families. "Pinwheels remind us of carefree, happy childhoods," says campaign spokesperson First Lady Katie O'Malley. "They are the symbol of the kind of childhood we desire for everyone in Maryland. Child abuse can be prevented, and we want the community to know that we all have an important part in making that happen. It is now time that we recognize safe and healthy children are the cornerstone of a sound community and prosperous society. "

Underwritten by M&T Bank, the *Stand For Children-Pinwheels for Prevention* campaign will also be launching a new microsite, www.standforchildrenmd.org. On the site is practical information on building strong families, and the opportunity for families to design and dedicate a pinwheel for its virtual pinwheel garden. Visitors to the site can share their pinwheel with friends and colleagues via social media outlets such as Twitter and Facebook. Fact sheets are available on how schools, scout troops, youth groups, faith communities, colleges, organizations, neighborhoods and local businesses can be involved in this effort. Also included are instruction sheets on how any organization can show their support of children by creating pinwheel gardens in their neighborhood, schools, churches, and communities. Look for Family Tree sponsored pinwheel gardens later this month in Baltimore and Annapolis.

Finally, public service announcements will be seen on television, print and radio. Issue posters will be distributed to M&T Bank locations, Graul's Markets, libraries, nonprofit organizations, and pediatricians' offices statewide. For more information, please visit www.standforchildrenmd.org.

Join us and take a stand for children.

The Family Tree is Maryland's leading nonprofit working to improve our community by providing families with proven solutions to prevent child abuse and neglect. Through family focused education, outreach services and a 24-hour Stressline, we reached over 21,000 parents, caregivers and children last year. The Family Tree is the Maryland chapter of Parents Anonymous® and Prevent Child Abuse America and an affiliate of the National Exchange Club. For more information call 410-889-2300 or visit www.familytreemd.org.

2108 N Charles St, Baltimore, MD 21218

410-889-2300

24-Hour StressLine - 800-243-7337