



www.DayoftheChild.org

For Immediate Release

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CHILD ABUSE AWARENESS ORGANIZATION LAUNCHES OPERATION BEAR-HUG

Day of the Child, a "grass roots" organization dedicated to raising the public's consciousness about child abuse and providing assistance to survivors, is organizing an awareness day on Friday, December 1, 2000. This kicks-off a day of suggested local fundraisers and promotions across America, such as "Operation Bear-Hug" designed to collect teddy bears for hurting children and deliver them to local child abuse shelters.

Founder Richard Klender says, "The power of *Day of the Child* is that it encourages people to come together as a community, nation, and world for this united crusade to promote healing and encourage prevention. We don't engage in controversy, we don't collect funds, we don't provide treatment. We are simply busy getting the message out that there is healing, there is hope, there is life after abuse and that there is no excuse for perpetrating heinous acts against children."

"For the first time the Internet will play an important role in the event," Klender says. "Our website, <www.dayofthechild.org> provides news, event information and creative event ideas along with an exciting and unique section called "The Wall" which permits supporters, survivors and current victims to join with thousands of others in registering their name and thoughts in a large online database that stretches around the globe. This year we have a growing number of ambassadors from all over the U.S. who set up local awareness drives as can be seen on our website."

"By registering on 'The Wall' a survivor or victim can also acknowledge their experience in a non-threatening, even anonymous way. We see it as providing a cathartic opportunity for an individual to let the world know, for perhaps the first time, that they too are or were a victim. For the survivor or victim who wishes to share their history, we provide a place for them to record their stories as a way of educating the public and helping others through the healing process."

"The website is an ideal state-of-the-art means for managing an event of this nature. For example, in one section of our website there is an online database of radio stations and other media outlets which enables supporters to address email to their local media with a single click of a mouse so that they can request support for Day of the Child. Additional areas of interest include links to organizations which can provide immediate assistance to suffering victims, a database of national, regional and local child abuse agencies, and a special area for children to voice their thoughts."

Adds Klender, "Sadly, the incidence of child abuse has continued to climb. We hope to provide the world with a wake-up call. We encourage everyone to visit our website to learn how they can help".

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