



**FOR IMMEDIATE RELEASE**  
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**AMIGOS FOR KIDS KICKS OFF 2015 BLUE RIBBON AWARENESS  
CAMPAIGN HONORING APRIL AS NATIONAL CHILD ABUSE  
PREVENTION MONTH**

**MIAMI, FL-** [Amigos For Kids](http://www.amigosforkids.org), a nonprofit organization dedicated to preventing child abuse and neglect, kicks off its 2015 Blue Ribbon Awareness Campaign honoring April as National Child Abuse Prevention Month.

Since 1991, Amigos For Kids has been devoted to creating consciousness about child abuse and neglect and educating the community with imperative parenting skills. And in 2005, they launched the *There's NO Excuse for Child Abuse!*<sup>®</sup> Blue Ribbon Campaign to raise the public's awareness of the devastating effects of child abuse.

"Four children die daily as a result of abuse or neglect, and three-quarters of the fatalities are children younger than 3-years-old," said Rosa Maria Plasencia, President and CEO of Amigos For Kids. "We are committed to a yearlong effort against these tragedies. This April, we seek to not only raise awareness about these deaths; we are looking to encourage and empower the community with the tools and support necessary to prevent all forms of child maltreatment."

The efforts planned for the 2015 Blue Ribbon Awareness Campaign include:

**April 1 – 30:** The School Board of Miami-Dade County, Florida honors the work of Amigos For Kids Blue Ribbon Awareness Campaign and approves *Resolution No. 15-016* proclaiming April 2015 as Child Abuse and Neglect Prevention Month in the Miami-Dade County Public Schools system. Schools will honor National Child Abuse Prevention Month with a safe and nurturing learning environment for students to flourish and thrive. Amigos For Kids staff will be visiting schools throughout the year with educational material about child abuse and neglect. Blue Ribbon Child Abuse poster contest finalists will be announced during the month, and artwork will be displayed on [www.amigosforkids.org](http://www.amigosforkids.org).

**April 6 & 30:** At sunset, Miami-Dade College will illuminate in **blue** its National Historic Landmark Freedom Tower in Downtown Miami, FL in support of Amigos For Kids efforts to end child abuse and neglect.

**April 6:** Amigos For Kids and Miami-Dade County Public Schools host the *2015 Blue Ribbon Child Abuse Awareness Event* at the Miami-Dade County Auditorium. Honoring and addressing the issue of child maltreatment, Amigos For Kids along with nearly 2,000 Miami-Dade County School District elementary school students, Commissioner Rebeca Sosa (District 6) Miami-Dade County Board of County Commissioners, the Florida Department of Children and Families, The Children's Trust representatives and many more will come together for this annual event. The occasion consists of drama and dance routines, bands, and a number of activities.

**April 30:** Amigos For Kids will conclude the 2015 Blue Ribbon Awareness Campaign honoring April as National Child Abuse Prevention Month with the 2015 *There's NO Excuse for Child Abuse!* Children and Parents Candlelight Vigil at Jose Marti Park in

Little Havana. The candlelight vigil unites the South Florida community to honor child abuse and neglect victims with activities for parents and children, as well as providing information about identifying and addressing the issue.

**ABOUT AMIGOS FOR KIDS-** [Amigos For Kids](#) is a 501(C) 3 nonprofit corporation founded in 1991 to respond to the diverse needs of South Florida's abused, abandoned, neglected, and less-fortunate children and their families, through education, abuse prevention, and community involvement. To fulfill its mission, Amigos relies on the support of dedicated volunteers and donors throughout the community. Throughout the year, the organization creates awareness of its cause through public service campaigns, fundraising events, and community efforts such as the Amigos For Kids' There's NO Excuse for Child Abuse! ® Campaign. [@amigosforkids](#)

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