



**FOR IMMEDIATE RELEASE**  
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**CONTACT: Yohana de la Torre**  
**(239) 896-4695**

## **Amigos For Kids and Continental National Bank Join Forces Fundraising \$60K in 60 Days to Benefit Local Children and Families**

**MIAMI, FL-** [Amigos For Kids](#), (AFK) a nonprofit organization dedicated to preventing child abuse and neglect, has joined forces with Continental National Bank to fundraise \$60K in 60 Days to benefit South Florida children and families.

Since 1991, Amigos For Kids has been devoted to creating consciousness about child abuse and neglect, and educating the community with imperative parenting skills. Recognized as South Florida's leader in Community Banking, Continental National Bank's \$60,000 in 60 Days campaign calls on local retailers to join Amigos For Kids commitment to promoting wellness for local families.

"Amigos For Kids has been aiding economically disadvantaged children and families for 25 years," said Rosa María Plasencia, President and CEO of Amigos For Kids. "Partnering with our community opens doors to funding that is fundamentally necessary for advancing our mission of child abuse and neglect, and the continuation of efforts such as the Jose Martí Park After-School Program, the Blue Ribbon Campaign and the Nurturing Parent Program. We thank Continental National Bank for their continued commitment to our organization and look forward to a successful 60 days!"

Funds from this fundraiser will benefit:

***Amigos For Kids Jose Marti Park After-School Program:*** A program that in collaboration with the City of Miami Parks and Recreation Department provides after-school activities to over 100 inner-city children ages 6 to 12, as well as academic assistance by teachers, trained Park Counselors and support staff.

***Amigos For Kids' There's NO excuse for child abuse! Ribbon Campaign:*** The Blue Ribbon Awareness Campaign honoring April as National Child Abuse Prevention Month includes activities throughout the South Florida community. Since April 2004, Amigos has spearheaded this effort in cooperation with Miami-Dade County Public Schools, The Department of Children and Families, local community leaders and organizations to provide an informative series of events that create awareness and promote positive parenting throughout the year.

***Amigos For Kids Strengthens Families & Communities Program:*** A recipient of the 2015 Children's Trust Program of the Year, the Nurturing Parent Program is a best practice curriculum that strengthens the family infrastructure with new knowledge and skills to promote positive parenting. The program focuses on improving parent knowledge and application of effective parenting practices, as well as parent child relationships.

“The Continental National Bank family is proud to once again partner with Amigos For Kids for this exciting two-month fundraising effort,” said Jacqueline Dascal Chariff, Chairman, Continental National Bank. “For over 40 years, Continental has made it our business to extend a helping hand to our community with the understanding that it brings success for our areas future. We congratulate Amigos For Kids for 25 years of service to South Florida, and we proudly join them by inviting our friends to participate in the \$60K for 60 Days fundraiser— an effort that will help raise child abuse awareness and promote wellness for local families in need.”

Donations may be made online at [www.continentalnationalbank.com](http://www.continentalnationalbank.com), at any Continental National Bank [branch locations](#), or at participating [retail partners](#).

**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

**ABOUT CONTINENTAL NATIONAL BANK-** [Continental National Bank](#) is a full-service community bank established in 1974 in Miami as the first Cuban-American-chartered national bank in the United States, serving its customers for over 42 years. With six branches conveniently located throughout Miami-Dade County, and with more than \$490 million in assets, Continental National Bank was awarded the five-star “superior” rating by BauerFinancial and also has been rated “Outstanding” in their Community Reinvestment Act evaluation by their regulatory agency. The Bank offers a full range of financial products and services for retail, business and institutional clients.

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