



**Media Contact**

Anna Del Rio Chong

República

786.347.4750

adelrio@republica.net

*FOR IMMEDIATE RELEASE*

**Amigos For Kids and Miami-Dade County Public Schools Host  
2011 Child Abuse Awareness Event**

**MIAMI** April 14, 2011 – [Amigos For Kids](http://www.amigosforkids.org), a non-profit organization dedicated to preventing child abuse, is hosting their main Blue Ribbon Campaign Event on Thursday, April 28, 2011, at the Miami-Dade County Auditorium at 10:00 a.m. This annual event will raise awareness to more than 100,000 parents and 200,000 students by addressing Family Safety and promoting Child Abuse Prevention. The event is designed to commemorate National Child Abuse Prevention Month and Amigos For Kids' "There's *NO Excuse For Child Abuse!*" message.

During the month of April, which has been designated as *Child Abuse and Neglect Prevention Month* by the School Board of Miami-Dade County, Amigos For Kids visits numerous schools and coordinates events and presentations designed to raise abuse prevention awareness in the South Florida Community. Each year, Amigos For Kids receives major support for this crucial campaign from Miami-Dade County, and particularly from Rebeca Sosa, who has embraced the Blue Ribbon Campaign and is a key supporter in reinforcing Amigos For Kids' message.

The financial support from The Children's Trust, which in part funds the *Amigos Strengthens Families and Communities* Program has also allowed the organization to reach hundreds of children and their parents throughout the year, while placing special emphasis on the Blue Ribbon Campaign.

"Amigos For Kids is proud to spearhead April's *Blue Ribbon Child Abuse Prevention* Campaign throughout Miami-Dade County for its eight consecutive year. Thanks to the constant support of community leaders and organizations, we have been successful in our efforts to create awareness and advocate for child abuse prevention," expressed Rosa María Plasencia, Executive Director of Amigos For Kids.

The event will include cheerleading, dance, drama and musical performances by Miami-Dade County Public Middle School students. For more information on this event, please contact Amigos For Kids at (305) 270-1155 or visit [www.amigosforkids.org](http://www.amigosforkids.org).

### **About the Blue Ribbon Campaign**

The Blue Ribbon Campaign began in 1989 when Bonnie Finney of Portsmouth, Virginia started a personal battle to combat child abuse after the death of her grandson Michael “Bubba” Dickinson, whose battered body had been found at the bottom of a canal. Her desire was to spare other families from going through what her family experienced. Her hope was to change even one child’s life by increasing public awareness and promoting the prevention of child abuse. The Division of Student Services, in collaboration with Amigos for Kids sponsors the Blue Ribbon Campaign.

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