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*FOR IMMEDIATE RELEASE*

## **Amigos For Kids and Miami-Dade County Public Schools Host 2012 Child Abuse Awareness Event**

**MIAMI** - April 26, 2012 – [Amigos For Kids](#), a nonprofit organization dedicated to preventing child abuse, is hosting its main Blue Ribbon Awareness Campaign Event on Monday, April 30, 2012, at the Miami-Dade County Auditorium at 10:00 a.m. This annual yearlong effort brings awareness to more than 100,000 parents and 200,000 students by addressing family safety and promoting child abuse prevention. This main event, attended by more than 1,500 elementary school children, commemorates 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 child abuse prevention awareness in the South Florida Community. Each year, Amigos For Kids receives support for this crucial campaign from community officials and particularly from county commissioner, Rebeca Sosa, who has become a strong advocate for 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. Amigos signature "There's NO Excuse For Child Abuse!®" 2012 Blue Ribbon Campaign is made possible through the support of the Children's Trust, Federal Express, the Department of Children and Families, Commissioner Rebecca Sosa, the Orange Bowl Committee, Miami Dade College, the Miami Marlins, State Attorney Katherine Fernandez-Rundle Denise Moon Memorial Fund at the Miami Foundation, and the Division of Student Services at Miami Dade County Public Schools, and all its media partners.

"Amigos For Kids is proud to spearhead April's *Blue Ribbon Child Abuse Prevention Campaign* throughout Miami-Dade County for the ninth consecutive year," said Rosa Maria Plasencia, president and CEO of Amigos For Kids. "Thanks to the unrelenting support of our community leaders and civic organizations, we have been successful in our efforts to create awareness and advocate for child abuse prevention."

The event will include cheerleading, dance, drama and musical performances by Miami-Dade County Public Middle School students.

To commemorate National Child Abuse prevention month in April, Miami-Dade College joined forces with Amigos For Kids and lit the Freedom Tower in blue on March 31, and will do so again on April 30 to conclude National Child Abuse prevention month activities.

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 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. To learn more, 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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