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*FOR IMMEDIATE RELEASE*

**Amigos For Kids Celebrates 2nd Annual Celebration of  
Friendship Luncheon; Honors Bacardi and Children's Trust CEO,  
Modesto E. Abety-Gutiérrez**

*Event officially kicks-offs month-long activities to commemorate National Child Abuse  
Prevention Month*

**MIAMI**—March 28, 2012 – [Amigos For Kids](http://AmigosForKids.org), a nonprofit organization dedicated to preventing child abuse, will host its Second Annual *Celebration of Friendship Luncheon* on Saturday, March 31, at 11:30 a.m. at the Four Seasons Hotel Miami.

The event celebrates years of friendship and support of the organization, and emphasizes the crucial commitment and need for the entire community to help continue creating awareness and help prevent child abuse.

Amigos For Kids held its first *Celebration of Friendship Luncheon* in 2011 to commemorate its twentieth anniversary and promote its platform to create awareness and prevent child abuse through the organization's *There's NO Excuse For Child Abuse!*® campaign. Now an annual affair, the event recognizes committed donors, sponsors and collaborators that have supported Amigos For Kids; and culminates with a fashion show featuring elementary school children.

The highlight of the event will include the *Celebration of Friendship Award*, which will be presented to *Bacardi U.S.A.* for their generous support and commitment to Amigos over the years. In addition, Modesto E. Abety-Gutiérrez, president and CEO of the Children's Trust, will receive this year's *Lollipop Award* for his steadfast commitment to the children of our community.

"The *Lollipop Award* was instituted last year to honor the memory of Lázaro Figueroa, 'Baby Lollipop,' whose death at the hands of his own mother shook South Florida back in 1990," said Rosa Maria Plasencia, president and CEO of Amigos For Kids. "Along with the *Celebration of Friendship Award*, this award

recognizes outstanding individuals whose efforts and dedication have helped raise awareness for the importance of advocacy on behalf of victims of child abuse, and shed light to children's causes."

**Other activities that Amigos For Kids will host during National Child Abuse Prevention Month include:**

- To commemorate National Child Abuse prevention month in April, Miami-Dade College will light the Freedom Tower in blue on March 31 and April 30.
- In collaboration with Miami-Dade County Public Schools, Amigos For Kids will begin its year-long visits to schools throughout county with its *There's NO Excuse For Child Abuse!*® message.
- In collaboration with Univision, Amigos For Kids will be present at the Miami-Dade County Youth Fair and will hold child abuse awareness contests, where prizes will be awarded.
- On April 28, Amigos For Kids will host a *Family Fair Day* at Jose Martí Park.
- Amigos For Kids will also host a Blue Ribbon awareness event at Miami-Dade County Auditorium for more than 1,800 Miami-Dade County School District elementary students, and announce its 2012 *There's NO Excuse For Child Abuse!*® poster contest winner.

For more information regarding tickets and reservations, please contact Amigos For Kids at (305) 279-1155, or visit us at [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.

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