

**FOR IMMEDIATE RELEASE**



Contact: Ty Sheppard  
Bock Communications, Inc.  
+1.714.540.1030 phone  
canyonacres@bockpr.com

**Canyon Acres Kicks Off Blue Ribbon Child Abuse Prevention Campaign  
With Complimentary Blue Ribbon Awareness Pins**

**Anaheim Hills, Calif., March 23, 2009** – Canyon Acres Children and Family Services, a charity organization committed to providing homes, care, treatment and supportive services for abused, neglected and emotionally troubled children and their families, today announced the kickoff of the 2009 Blue Ribbon Child Abuse Prevention Campaign by making complimentary Blue Ribbon lapel pins available at [www.canyonacres.org](http://www.canyonacres.org). The Blue Ribbon is a symbol for child abuse prevention awareness, and the Campaign will last through April—Child Abuse Prevention Month.

The Blue Ribbon Child Abuse Prevention Campaign began in 1989, following the death of a very young child. When a Virginia grandmother received the devastating news that her beloved grandson had died of injuries inflicted by his parents, one of the ways she expressed outrage was to create a rallying symbol for the cause of child abuse prevention. She tied a blue ribbon to the antenna of her van as a way to remember “the bruised and battered body of her grandson” and to alert her community to the tragedy of child abuse.

“Blue Ribbon lapel pins are a powerful and important reminder of our shared responsibility to bring an end to child abuse,” said Clete Menke, President of Canyon Acres. “Encouraging our community to wear blue ribbons and explaining the significance to others helps Canyon Acres in its mission to provide hope, love and care to the children who need it most.”

In the last year alone for the US, **three million** cases of child abuse and neglect were reported, and **two thousand** children died as a result of that abuse. In 2008, there were

**more than 40,000** reported cases of possible child abuse in Orange County. And, in the United States, **every nine seconds** a child is reported beaten, raped or verbally assaulted.

Canyon Acres' Blue Ribbon Campaign will include several awareness events, including a dinner event for Canyon Acres' families hosted by the Anaheim White House April 5<sup>th</sup> and a Dodge Ball Tournament April 18<sup>th</sup>, organized by students of Villa Park High School rallying together to fight against child abuse. The campaign will culminate with Canyon Acres Blue Ribbon Gala on May 16<sup>th</sup> at The Balboa Bay Club & Resort.

To order a Blue Ribbon lapel pin or for more information about the Child Abuse Prevention Campaign and Canyon Acres including the latest success stories about our kids, please visit [www.canyonacres.org](http://www.canyonacres.org).

###

### **ABOUT CANYON ACRES**

Canyon Acres Children and Family Services has been serving children throughout Orange County since 1980 providing the highest level of care and therapeutic treatment to children who suffer from a variety of emotional and psychological disorders. Canyon Acres gives children nurturing, treatment, and opportunities that they need to grow up in safe, loving, and stable families. For more information about Canyon Acres Children and Family Services, contact Bock Communications at + 1-714-540-1030 or [canyonacres@bockpr.com](mailto:canyonacres@bockpr.com) or visit the Canyon Acres Children and Family Services web site at [www.canyonacres.org](http://www.canyonacres.org).