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FOR IMMEDIATE RELEASE

Children's Hospital and Health System launches innovative campaign to fight child abuse and neglect

MILWAUKEE (7/1/2009) On an average day in Wisconsin, 23 children are confirmed to be abused or neglected. Because Children's Hospital and Health System believes abuse is preventable, the organization is launching a community-wide campaign to raise money and awareness to fund prevention and intervention programs across Wisconsin. Safe at Home, Be an Advocate for Kids is a way for everyday people to stop the hand of abuse.

About 12 Wisconsin children die each year as the direct result of child abuse or neglect. Adult survivors are much more likely to abuse drugs or alcohol, be incarcerated and engage in prostitution, and the costs are enormous. "Child abuse and neglect doesn't have to happen," said Kenneth Munson, president, Children's Service Society of Wisconsin. Children's Service Society, along with the Child Abuse Prevention Fund and Child Advocacy Centers provide community-based family services with funds raised through Safe at Home. "Supportive family services provide a framework that reduces risk to children. We can make a real difference," said Munson.

Visit www.takeourhand.org to learn more about supporting the children of Wisconsin.

Safe at Home, Be an Advocate for Kids is presented by Sensient Technologies Corporation. Platinum Patrons include Major League Baseball, Midland Video, Milwaukee Journal Sentinel and FM 106.1. Bruce Froemming donated his time and talent in producing a video dedicated to raising awareness of this important issue.

Children's Hospital and Health System is the region's only independent health care system dedicated solely to the health and well-being of children. Children's Hospital of

Wisconsin, the health system's flagship member, is recognized as one of the leading pediatric health care centers in the United States, rated No. 3 in the nation by *Parents* magazine and named one of America's Best Children's Hospitals by *U.S. News & World Report*. For more information visit the Web site at www.chw.org.

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