

**NATIONAL CHILDREN'S ALLIANCE AWARDS \$10,000 TO Klamath-Lake CARES AS
RUNNER-UP OF THE 2011 PUBLIC AWARENESS CAMPAIGN CONTEST**
Award and Grant Presented at the 2011 National Children's Alliance Leadership Conference

On Tuesday, June 7, **Klamath-Lake CARES** received \$10,000 as the runner-up of the 2011 National Children's Alliance Public Awareness Contest. National Children's Alliance selected Klamath-Lake CARES as the runner-up for their public awareness campaign, "Stop The Hurt." The award and grant were presented at the Annual Awards Luncheon during the 2011 National Children's Alliance Leadership Conference in Washington, D.C. June 5-8, 2011.

Klamath-Lake CARES received this recognition for communicating strong messaging around child abuse intervention and prevention through their original public awareness campaign "Stop The Hurt." The Stop The Hurt Coalition is a community-wide collaboration within Klamath County to prevent child abuse and neglect through awareness, advocacy and education. In addition to Klamath-Lake CARES who is leading the campaign, there are eleven other Coalition Partners, plus many businesses, media and individuals, contributing to the campaign. Elements of the campaign include television, radio and newspaper messages. Granted dollars will be used to continue to fund the campaign.

Materials from the winning campaign will be made available in editable/customizable formats to all members of National Children's Alliance for use in localized campaigns. By providing its membership with these award-winning resources, National Children's Alliance is furthering the ability of the children's advocacy movement to raise awareness and engage the general public on the issues of child abuse intervention and prevention.

"The success of this campaign is not just due to the work of CARES, but numerous community partners and individuals who have stepped forward because child abuse is a serious problem for our county," says Ken Morton, Executive Director of Klamath-Lake CARES. "It's indicative of a grassroots response to begin to bring awareness to a problem that has been a deep dark secret, into the light of public awareness where it belongs. It is a three-year campaign which is quickly moving from awareness into positive messaging of prevention and education," he said.

"We commend Klamath-Lake CARES for their exemplary public awareness campaign," remarked Teresa Huizar, Executive Director of National Children's Alliance. "The messaging and materials they have created will not only raise awareness of the organization in their local community, but will also support the efforts of our member organizations across the country – helping to increase awareness of our unified missions on a national level."

"We are so proud of the campaign done by Klamath-Lake CARES and their partners in Klamath County" remarked Patty Terzian, Statewide Coordinator for The Oregon Network of Child Abuse Intervention Centers. "It was wonderful to see Klamath County and Oregon recognized in front of hundreds of Child Abuse Intervention Centers across the Country."

For more information about Klamath-Lake CARES visit www.klamathlakecares.org. For information about the Stop The Hurt Campaign visit www.klamathstopthehurt.org. And for more information about National Children's Alliance and the 2011 Public Awareness Campaign Contest, please visit www.nationalchildrensalliance.org.

National Children's Alliance is the national association and accrediting body for the over 700 children's advocacy centers serving each of the 50 states and the District of Columbia. Dedicated to helping local communities respond to allegations of child abuse in ways that are effective and efficient, and put the needs of child victims of abuse first, National Children's Alliance provides support and advocacy to its accredited membership, as well as numerous developing centers, multidisciplinary teams and child abuse professionals around the country, and the world. As the national authority on multidisciplinary approaches to supporting child victims of abuse, the purpose of National Children's Alliance is to empower local communities to provide comprehensive, coordinated and compassionate services to victims of child abuse. Founded in 1998, National Children's Alliance provides accreditation opportunities, financial assistance, training, technical assistance, research and education to communities, child abuse professionals and children's advocacy centers throughout the United States in support of child abuse intervention, advocacy and prevention. www.nationalchildrensalliance.org