

#PassThePinwheel



Child Abuse Prevention Month

FOR IMMEDIATE RELEASE

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Pinwheel planting to launch 2019 child abuse prevention campaign

MECKLENBURG COUNTY, N.C. – With pinwheels in hand, local officials and representatives of child-serving organizations will launch the seventh annual Child Abuse Prevention Month campaign on Friday, March 29, during a press conference outside the Mecklenburg County Courthouse.

Together, advocates will share prevention strategies and educate the community about everyone’s legal and moral responsibility to report suspected child abuse and neglect.

Speakers include Charlotte Mayor Vi Lyles, Assistant County Manager Anthony Trotman, Pat’s Place Child Advocacy Center Executive Director Andrew Oliver, and Dana Frady, District Administrator of the Mecklenburg County Guardian ad Litem program. Mecklenburg County Commissioner Susan Rodriguez-McDowell will read the proclamation declaring April 2019 as Child Abuse Prevention Month.



Nationwide, pinwheels are used as symbols of child abuse awareness and prevention because the pinwheel reflects the happy and safe childhood all children deserve. Press conference attendees will “plant” a pinwheel garden outside the courthouse, creating a visual reminder of the importance of child abuse prevention. This week, pinwheel gardens will begin popping up at schools, nonprofits, churches, parks, medical facilities and other locations across Mecklenburg County.

The annual campaign is organized by the Mecklenburg Child Abuse Prevention Team, which is made up of representatives from government, education, nonprofit and health organizations that play a role in the protection of children. Throughout April, the team will share prevention tips through a social media campaign and promote local services and training. Team members will encourage the community to join forces to demonstrate their commitment to ending child abuse on “Wear Blue Day” on April 5. Local schoolchildren will receive age-appropriate lessons about how to recognize abuse and get help.

The awareness and prevention activities begin with the March 29 press conference, which will be held at 10 a.m. The event will take place on the lawn behind the courthouse, located at 832 E. Fourth Street in Charlotte, near the traffic circle, which is accessible from Fourth Street. Parking is available in the 4th Street parking deck. *In the event of rain, the press conference will be held in the lobby of the Charlotte-Mecklenburg Government Center.*

For details about upcoming events, ways to help and more information about the Mecklenburg Child Abuse Prevention Team, visit www.meck4kids.org or find the team on [Facebook](#), [Twitter](#) and [Instagram](#).

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