



Prevent Child Abuse New Jersey

FOR IMMEDIATE RELEASE

Contact: Theresa McCutcheon
Chief Development Officer

Monday, August 30, 2010

Lost an earring? Help a kid find a happy childhood.

A Golden “Ounce” of Prevention

New Brunswick, NJ –

New Jerseyans are asked to dig through the bottoms of their drawers to find mismatched earrings, broken bracelets and tangled necklaces in a call to support child abuse prevention efforts across the state. Prevent Child Abuse – New Jersey has launched “Golden Childhoods,” a campaign to collect unwanted or broken gold to support safe, healthy and happy childhoods. The non-profit organization is accepting donated jewelry pieces as tax-deductible gifts. These pieces are exchanged with a local jeweler offering ten percent above market value to fund the development of child abuse prevention programs in all 21 counties. Persons interested in participating in “Golden Childhoods” can call 1.800.CHILDREN or visit www.preventchildabusenj.org.

“Our hope is that our friends and neighbors send us their earrings, bracelets, and tangled gold pieces that no longer hold any special value. Even just a single gold charm will make a difference. Every ounce we accumulate helps make children safer, healthier and happier,” said Rush Russell, Prevent Child Abuse-New Jersey’s Executive Director.

Individuals or groups may request a free “Golden Childhoods” donation kit by visiting www.preventchildabusenj.org or by calling 732-354-5245. As part of the campaign, all donors will receive a statement of their gold’s value, as determined by a registered jeweler, for tax purposes.

Founded in 1979, Prevent Child Abuse - New Jersey is dedicated to eliminating child abuse, in all of its forms, for all of New Jersey’s children. The non-profit coordinates family support programs that include home visitation services, professional trainings and community education workshops, parent education groups, initiatives that promote parental involvement in a child’s education, and programs for highly vulnerable families – including those headed by adolescent and incarcerated parents. More information about Prevent Child Abuse - New Jersey’s work can be found at www.preventchildabusenj.org