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Footsteps for Families Walk-a-Thon Raises Over \$10,000 to Support Strong Prevention Programs in New Jersey

NEW BRUNSWICK, NJ – Families, friends, and advocates across New Jersey gathered at the Bergen Town Center in Paramus on Saturday, October 1st for Prevent Child Abuse-New Jersey’s “Footsteps for Families” walk-a-thon. With donations and sponsorships collected both online and offline by walkers, over \$10,000 was raised to support the organization’s strong prevention programs throughout the state.

The walk kicked off with a series of warm-up exercises by Blink Fitness trainers. Live music from the Jody Joseph Band and their talented students entertained participants all morning long, while smoothies and fresh fruit from Whole Foods Market kept the group energized. Walkers made four laps around the inside of the Bergen Town Center, totaling up for 3,400 steps each individual made toward ending child abuse and neglect.

The event featured prizes for the top individual and group donations courtesy of corporate sponsors Chase Bank, the Nike Factory Store, Blink Fitness, and REI. “Team Benji” and Andrew Hicinbothem took home the top group and individual prizes respectively, while Totowa Girl Scout Troop 115 received the “Most Kids” award and brought home a free camping tent courtesy of REI.



“The entire day of healthy food, fitness and fun involving parents and children was a wonderful illustration of the important work we do every day to ensure children in New Jersey enjoy a happy, safe, and fun childhood,” said Rush Russell, Executive Director of Prevent Child Abuse-New Jersey, “and that we all work together to prevent child abuse... before it ever happens.”

“Footsteps for Families” was created as a part of the National Movement for America’s Children, a campaign headed by Prevent Child Abuse America, whose goal is to call upon all citizens to be stewards of the next generation, and ensure that children have a voice in areas - such as national policy - which directly affect them and traditionally pass over their small voices. Learn more about the movement and sign the pledge at www.movementforchildren.org.

ABOUT PREVENT CHILD ABUSE-NEW JERSEY

Prevent Child Abuse-New Jersey, incorporated in 1979 as the state chapter of Prevent Child Abuse America, works in all twenty-one counties of the state to eliminate child abuse and neglect in all of its forms for all of New Jersey’s children. All of the organization’s work is research-based and built around nationally-recognized models. The nonprofit coordinates a full spectrum of family support programs including home visitation services, parent



education groups, initiatives that promote parental involvement in a child's education, and programs for highly vulnerable families. To learn more or to make a donation toward eliminating child abuse, visit us online at www.preventchildabusenj.org or call 1-800-CHILDREN.

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