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## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **LOCAL NONPROFIT CHILDREN'S ORGANIZATION PARTNERS WITH PROJECT K.I.D. TO SERVE CHILDREN IN HAITI**

**TALLAHASSEE, FL (February 19, 2010)** The Children's Forum, a local nonprofit children's organization headquartered in Tallahassee, and Project K.I.D. (Kids in Disaster) Network, have teamed up and widened their borders to reach out to hundreds and possibly thousands of children in Haiti. Through the partnership, children will be given enriching, child-friendly spaces through Play Care kits that provide temporary and therapeutic services in times of disaster. The Play Care concept, created by co-founders Paige Ellison-Smith and Lenore Ealy of Project K.I.D. after Hurricane Katrina, recognizes that children need play to help them work through the challenges they face post trauma.

Children's Forum staff contributed personally to this effort and assembled a complete Play Care kit, valued at approximately \$3,800, for deployment to Haiti. The kit consists of six boxes with various materials to completely serve children throughout the day. The Forum also developed materials and circulated fundraising appeals to key contacts throughout the state and nation to help provide the materials for the kits.

"Our staff believe in our mission to provide quality early care and education opportunities for children and they express that through their personal giving as well as through their jobs," said Phyllis Kalifeh, President and CEO of the Children's Forum. "Project K.I.D.'s

mission is compatible with the Forum's mission. Each organization has strengths and when we combine those, I have confidence that we can truly reach and serve the children of Haiti."

"The faces of Haiti's children are imprinted on my heart," commented Ellison-Smith. "I visited orphanages where there was not as much as a ball to be shared with more than 100 children. The devastation is something we cannot even imagine in our country."

Ellison-Smith spent nine days in Haiti and is planning a trip back on March 1. She will share what she has learned and observed through a presentation on Tuesday, February 23, at 2 pm at the Children's Forum. The public is invited to attend.

For more information about Project K.I.D. or to contribute to the Haiti relief effort, visit <http://www.project-kid.org> or contact Phyllis Kalifeh at [pkalifeh@thechildrensforum.com](mailto:pkalifeh@thechildrensforum.com).

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### **About the Children's Forum**

The Children's Forum is a statewide, not-for-profit organization with an uncompromising vision to make Florida a state where children grow and thrive in quality environments and where families have access to information, resources, and options to assist them in their parenting roles. Through a broad array of programs, research, advocacy, training and education, the Forum is committed to achieving our vision by targeting and supporting those who care for and educate our children daily; the early care and education workforce.

### **About Project K.I.D**

Project K.I.D., Inc. is a 501(c)(3) public charity that promotes the development of intentional and integrated community-based capabilities for effectively addressing the needs of children and families in disasters. In November 2006, Project K.I.D. received national recognition for its work in Hurricane Katrina when founder Paige Ellison-Smith was named one of five social entrepreneurs of the year by the Manhattan Institute. Today, Project K.I.D. and its growing number of community-based affiliates are providing leadership and response capabilities to improve community-based preparedness to meet the needs of children in disasters.