



Media Contact:

Nell McCormack Abom
717-514-6301
nell@nellmccormackabom.com

David Misner, PSECU
717-261-7525
dmisner@psecu.com

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**PA FAMILY SUPPORT ALLIANCE and PSECU OPEN NOMINATIONS FOR
'PA BLUE RIBBON CHAMPIONS FOR SAFE KIDS' AWARDS**

Honors professionals and 'everyday heroes' who #ProtectPAKids from abuse

New in 2018: Media Champion for Safe Kids

HARRISBURG, Pa. – Pennsylvania Family Support Alliance ([PFSA](#)), the commonwealth's leading child abuse prevention organization, and Pennsylvania's largest credit union, PSECU, today launched the 2018 PA Blue Ribbon Champions for Safe Kids Awards competition. PFSA's "Champions for Safe Children" acclaimed program honors Pennsylvania residents and child welfare professionals. PFSA will announce and celebrate the award winners at a ceremony on April 4 at 11 a.m. at the State Capitol.

"We launched the PA Blue Ribbon Champions for Safe Kids campaign last year and it has been a phenomenal success in bringing attention to child abuse and prevention efforts," said Angela M. Liddle, MPA, PFSA's president and CEO. "Every day, in every corner of this commonwealth, champions for kids step up and protect them from harm. These heroes report suspected abuse to ChildLine. They safely intervene to help a child in need of protection. And, they give of their time and talents to causes that benefit kids. Help us honor them: Nominate a PA Blue Ribbon Champ today!"

In addition to honoring two child welfare professionals and two everyday citizens, PFSA this year adds a new category to the competition – PA Blue Ribbon Media Champion for Safe Kids. Any professional working journalist or a media entity that publishes content for broadcast, cable, digital, internet, photography, print, or web-based platforms is eligible. The media nominee must have demonstrated a commitment to covering child abuse and child protection-related issues in Pennsylvania in 2017. All nomination forms, criteria, and instructions for submission can be found at www.pablueribbonchampion.org/nominate. Entries must be received by PFSA by 5 p.m. on February 26, 2018. A five-member, independent panel of judges chosen by PFSA will determine the winners. The 2018 PA Blue Ribbon Champions will be announced at a celebration in April, National Child Abuse Prevention Month.

"At PSECU, we believe that the health, safety, and well-being of children is a top priority, and as part of our 'people helping people' credit union philosophy, we're committed to help building communities in which children can safely grow and thrive. That's why we are proud to join

Pennsylvania Family Support Alliance and this movement to protect our youth,” said Karen Roland, PSECU Assistant Vice President of Marketing and Communications and member of PFSA’s Board of Directors. “By showcasing child protection heroes, we bring attention to the many ways that each and every Pennsylvanian can make a positive difference in children’s lives.”

The 2018 PA Blue Ribbon Champions for Safe Kids Awards evaluation panel members are: Ira Weiss, Esq., Chairman, WBK Weiss Burkhardt Kramer LLC; Terry Clark, Director, York County Children, Youth and Families; Steve Doerner, Director, Bucks County Child Advocacy Center; Cynthia Figueroa, Commissioner, Department of Human Services, City of Philadelphia; and Brenda Lawrence, MSW, Program Administrator, Statewide Adoption and Permanency Network (SWAN).

According to the Pennsylvania Department of Human Services, 46 children in the commonwealth died of child abuse-related causes in 2016 and there were 4,597 substantiated reports of child abuse, including 79 children who suffered near-fatal injuries.

“Those statistics are horrifying,” Liddle said. “But I take some comfort in knowing that more than 8,000 ordinary Pennsylvanians intervened last year to protect a child. We need to let people know their voice can save children’s lives. That’s the power of our PA Blue Ribbon Champions for Safe Kids!”

ABOUT PFSA: [Pennsylvania Family Support Alliance](http://pa-fsa.org) prevents child abuse and protects children from harm by helping parents learn positive parenting techniques, educating professionals and volunteers who work with children to recognize and report child abuse, and helping community members learn how they can play a positive role in keeping children safe. To learn more about our programs, schedule a training, or make a donation, please visit pa-fsa.org, or call 800-448-4906.

ABOUT PSECU: Opened in 1934, PSECU was founded by 22 ordinary people who made an extraordinary commitment to each other: To create a financial institution where pooled resources benefit all members. Today, we are a full-service credit union serving more than 400,000 members and have over \$4 billion in assets. As a not-for-profit financial institution, our goal remains to help our members and their families achieve a better life. For more information on how we contribute to the greater good, view our [Community Report Card](#).

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