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National KidsDay® to be Celebrated Sunday, August 6

Celebrities RETRO BILL and Leeza Gibbons, Leading Child Experts, Gov't Leaders and Children's Charity Urge America's Parents to Spend Meaningful Time with the Nation's Children

Growing American Phenomenon Observed in Thousands of Locations in 2005 Expands Into 13th Year

NEW YORK & CITIES ACROSS AMERICA, July 26, 2006 -- National KidsDay, the American social phenomenon created by the 124-year-old national children's crisis charity KidsPeace to encourage adults to spend more meaningful time with the nation's children, is drawing phenomenal support from the American people, government groups, and a rapidly growing group of top child experts and advocates. National KidsDay has been recognized by the U.S. Congress, endorsed by the U.S. Conference of Mayors, and is now a rapidly growing social phenomenon with millions of participants involved in events at more than 10,000 locations since it was launched by KidsPeace in 1994. This year, National KidsDay will be observed on Sunday, August 6.

VIPs Back National KidsDay, Created by KidsPeace

Prompted by more than a century of clinical experience with children and national research that links meaningful interaction between adults and children to the overall health and happiness of America's kids, the day is drawing impressive support from some of the country's leading children's experts, child advocates, political names, and top-tier celebrities. Recognized by the U.S. Congress (House Con Res #302), and endorsed by the U.S. Conference of Mayors, KidsPeace's National KidsDay is also attracting a growing roster of VIPs pledging their support, including children's safety and self-esteem icon RETRO BILL, who has taken prevention and safety tips to millions of schoolchildren, famed Harvard professor Dr. Alvin F. Poussaint, Brown University child development pioneer Dr. Lewis P. Lipsitt, and TV personality and KidsPeace National Spokesperson Leeza Gibbons.

“‘Stuff’ comes and goes, but meaningful time together is forever!” said Bill Russ, creator of the nationally recognized children's safety and self-esteem icon RETRO BILL, who has reached some 30 million school-age children with safety and prevention tips. “I encourage parents, adults and children to use National KidsDay as an opportunity to mark the importance of time well spent together.”

"Meaningful time with our children is the single most important gift we as parents can give to help them grow up happy and emotionally healthy," said Dr. Alvin Poussaint, Professor of Psychiatry, Harvard Medical School and national director, KidsPeace Lee Salk Center for Research. "In a sometimes dangerous and stressful world, National KidsDay will help give kids peace. It is a concept that is long overdue."

"We all do our best, and in these busy times it's so important to make sure that the time we do spend with children is as meaningful as possible," said noted TV personality and KidsPeace National Spokesperson Leeza Gibbons. "National KidsDay is an opportunity to remind ourselves to give the gift of heartfelt time every day to the most important people in our lives."

"National KidsDay is an enlightened idea that promises to benefit children today, as well as for years to come," said Dr. Lewis P. Lipsitt, famed Brown University child development pioneer and national director of the KidsPeace Lee Salk Center for Research. "This special day reminds us of the high esteem in which we hold our children. By dedicating a special day for children, National KidsDay promotes ever-increasing attachments between parents and kids."

KidsPeace President C.T. O'Donnell II summed up the rationale for the day in a few simple words: "National KidsDay will help give America another opportunity to let children know they are special and loved, whether they are our own children, our grandchildren or any child," O'Donnell said. "In an often confusing and ever-more complicated world, this knowledge helps give kids peace."

Anyone can celebrate the day anywhere as long as meaningful time is spent with a child. To learn more about National KidsDay and free ideas how to celebrate, visit www.kidsday.net.

BACKGROUND INFORMATION

National KidsDay® was created by KidsPeace to encourage adults to spend meaningful time with America's children, and to celebrate their inherent and value. Recognized by the U.S. Congress and endorsed by the U.S. Conference of Mayors, National KidsDay is a registered trademark of KidsPeace to ensure the day is always used for the benefit of children.

KidsPeace is a 124-year-old national children's charity dedicated to helping America's kids avoid and overcome the kinds of crises that can strike any child – from traumas to neglect, depression, and the stresses of modern life. Founded in 1882 in Bethlehem, Pa., KidsPeace helps thousands of children a day at 64 centers nationally and millions more through public education and outreach with the support of its National Spokesperson Leeza Gibbons, Harvard's Dr. Alvin Poussaint, RETRO BILL, and other notables. KidsPeace was called "the outstanding organization" of its kind by the American Association of Psychiatric Services for Children and "a prototype of what we need for all children everywhere" by family expert Dr. Lee Salk. For more information, go to www.kidspeace.org.