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Citizen Voice Launches New Kid-focused Project during Week of the Young Child

(Sacramento, CA) – Citizen Voice, a rapidly growing non-profit movement based in Sacramento, is announcing the kick-off of a brand-new project during Week of the Young Child aimed at helping kids have an impact on their world in unique ways tailored just for children.

“World Change Kids” is a special project that offers fun ways for children to support groundbreaking Citizen Voice efforts such as the highly acclaimed CV SAFELY OUT™ project, which has just gone national. SAFELY OUT™ helps protect the vulnerable by getting specially designed evacuation kits into the homes of frail elderly, people with disabilities, families with young children, and anyone who might be impacted by a sudden disaster that requires evacuation.

“Citizen Voice World Change Kids is all about raising kids to be world-changers and not just consumers and observers,” said Citizen Voice Founder and President Gary Dietrich. “We’re providing unique, age-appropriate opportunities to get kids involved in making a real difference in concrete ways, leading to lives of service and impact. And it’s fun. Kids can even get their own World Change Kids business cards, with their name on them, right on the website.”

The World Change Kids project offers several options to get kids involved. These include:

- "Coins for a Cause" - collecting spare change in a jar to donate, for example, toward the purchase of a SAFELY OUT™ Kit for an elderly neighbor
- "Loving Lemonade Stand" - raising contributions, for example, for CV's 3Rims3Days: Trek to Protect a National Treasure in Yosemite
- "Fuzzy Buddy" - Donating for the purchase of stuffed animal toys, called “Fuzzy Buddies,” to be provided to children of families who have lost their possessions in a disaster such as an earthquake, tornado, flood or fire.
- “Un-birthday Party” - donating to a CV effort like the World Change Kids Fuzzy Buddy project the gift amount that would have otherwise been spent on presents

“One of the best things moms and dads can do for their kids is to give them an opportunity to make a real impact on their world *right now*, and not wait until they graduate from high school or college,” said Dietrich. “The habits of generosity and compassion kids develop when they are young will continue to grow and multiply in impact throughout their lives,” he said. “This is a real-opportunity for parents to grow world-changers.”

Details about the World Change Kids project are available at www.CitizenVoice.org. The site offers specific examples of suggested kid-focused projects, including information about the experiences of children who have gotten involved.

“We’re rolling out the Citizen Voice World Change Kids project right here in California’s capitol, just like we did with SAFELY OUT™, which is now having a nationwide impact,” said Dietrich. “I know how much kids can accomplish if given the chance and a little direction, and I can’t wait to start seeing and hearing all the stories about how youngsters with a passion to help have made a huge difference in their world.”