



FOR IMMEDIATE RELEASE
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“ABSOLUTELY INCREDIBLE KIDS”

ACROSS THE NATION RECEIVE SPECIAL LETTERS OF RECOGNITION

[Kansas City, Missouri] – On March 18, thousands of children across the nation will receive very special letters. The letters tell the boys and girls that they are absolutely incredible, and that the adults in their community care about them.

Absolutely Incredible Kid Day® is Camp Fire USA's national call to action for adults to write letters of love and support to America's children. Since 1997, Camp Fire has sponsored this annual letter-writing campaign that has gained the praise of family care experts, educators, celebrities, and most importantly, parents and children.

Along with the letter writing campaign, Camp Fire USA councils hold different events to support the day. Some partner with local businesses to “adopt” entire schools. Others include award ceremonies recognizing incredible kids. Still others, like the Orca Council in Tacoma Washington, partner with local hospitals. This year, as in the past, Orca council volunteers will set up tables at the Mary Bridge Children's Hospital and Health Center and engage hospital staff and visitors to write letters to children in the hospital needing a special kind of love.

At the end of the day, it's all about building positive adult-child relationships,” states Linda Hamilton, Director of Council Services for Camp Fire USA. “What we ask is pretty simple to do – write a letter to a child.” Trishia Creamer from Tulsa Oklahoma has been doing just that for ten years. Every year since third grade, her daughter Philicia Walker, now eighteen years old, has received a letter from her mom. “Even though I see her every day, it's nice to know she's proud of me and she's happy to be my mom,” Walker said. “It's nice to know you're appreciated.”

“Kids need our love, attention and recognition every day. It doesn’t take an expert to tell you that the right words can make a huge impact on a child. But how often do we really let children know that we’re here and that we understand what they’re going through?” says Hamilton. “This is the perfect opportunity to let the children in our community know how much we really care.”

This year, on March 17th, Camp Fire USA is also celebrating its 100th birthday. Many Camp Fire councils will combine the birthday celebration with Absolutely Incredible Kid Day. A nationwide Centennial event is planned on July 31st. On that date, across the nation, a special lighting of commemorative campfires will be held at precisely 7:30 p.m. in each time zone at a place to be announced by each local Camp Fire USA council.

“We are so proud of our 100 years of service to youth in America. Absolutely Incredible Kid Day is just one of hundreds of programs that we offer to fulfill our mission of building caring, confident youth and future leaders,” concludes Hamilton.

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Camp Fire USA is celebrating 100 years of building caring, confident youth and future leaders. We do this by providing quality programs nationwide for children, youth and families that reflect our “Four Cs”: We CARE for children with after school programs, offer CAMPS where kids can explore and learn respect for the environment, inspire youth to CONTRIBUTE to their communities with service projects, and CONNECT children, adults, and families together in small groups. Camp Fire USA, headquartered in Kansas City, Missouri, has 84 councils in 31 states. Last year Camp Fire USA provided nearly 30 million program hours, to over 300,000 youth, in hundreds of communities across the United States. For more information, visit www.campfireusa.org.