

# PRESSRELEASE

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Mayor's Office • 100 East Michigan Blvd. • Michigan City, IN 46360 • (219)873-1400 • Fax: (219)873-1515

[www.emichigancity.com](http://www.emichigancity.com)

## For Immediate Release

Date: May 11, 2006

## Exhibitors Sought for 3rd Annual America's Day for Kids

The mission of America's Day for Kids (formerly National Kids' Day) is to establish a nationally recognized day to celebrate and honor American children through the gift of meaningful time.

Research shows that when adults spend meaningful time with kids, it helps them develop a positive self-image and a sense of belonging, usefulness and purpose.

Now more than ever, America's Day for Kids provides adults and youths an opportunity to take a break from their busy lives and celebrate the wonder of children and the fulfillment of spending time together.

Michigan City, IN (March 28, 2006) – Organizations, agencies, and businesses which provide services to children and families are invited to participate in the **3<sup>rd</sup> Annual America's Day for Kids** event which will be held in Michigan City.

Each year we Americans service our cars, change the batteries in our smoke alarms and check our furnaces for safe operation. These actions are routine - things that we seldom forget to do. Yet, when it comes to our most important responsibility - our children - we sometimes forget to take stock of how we're doing as parents and caregivers. America's Day for Kids and the "meaningful time" message are changing that.

"America's Day for Kids is designed to provide families with entertainment and education about issues and actions related to the family group," said Jan Kostielney, secretary for the LaPorte County Coalition of Youth-Serving Agencies (YSA). For the two previous years, members of the YSA were some of the many event exhibitors as well as the source for many of the children and family members who participated in the event activities. "Research shows that spending meaningful time with kids is essential to their success. America's Day for Kids is designed to provide family-friendly activities and educational material in a fun, entertaining atmosphere."

"This is the third year for this unique event in our community," said Allan Whitlow, director of the Michigan City Boys & Girls Club. "America's Day for Kids is now seeking exhibitors for the 2006 event which will be held at Meer Gym and Gill Field on Saturday, September 16<sup>th</sup>, from 2-4 p.m. There is no fee for exhibiting or sponsoring an event at America's Day for Kids. The celebration of children is hosted by the City of Michigan City, the Michigan City Area Schools, and the Michigan City Boys & Girls Club."

Kostielney said, "Information about your business, agency, organization, service, club, etc. should be made available to the adults who attend America's Day for Kids, but the primary goal of your presence at this event is to connect with the children and provide some form of entertainment as well as education."

**We recommend that your plans for the event include any family-oriented activity, such as these examples:**

- Hands-on activities for children and their family members that are fun
- Performances by musicians, magicians, artists, actors, etc.
- Tennis clinic
- Soccer clinic
- Fire and personal safety instruction
- Drug and smoking prevention information
- Literacy and reading
- Kid IDs, bicycle safety, car seat program, etc.
- Door prizes for adults and for children
- Environmental, recycling, nature/animals

"Last year, we were able to offer free food and drinks to families who participated in America's Day for Kids," Kostielney said. "This year, St. Anthony Memorial Health Centers is donating healthy snacks and drinks. We sincerely appreciate their partnership on this important event for our community's families."

Whitlow said, "The America's Day for Kids effort is led by Boys & Girls Clubs of America and a family of non-profit and corporate partners. A key goal of this effort is to establish America's Day for Kids as an officially recognized day on our nation's calendar."

In 2005:

- 32 states endorsed an official day for kids.
- 1,200 community events took place nationwide and overseas.
- 1.5 million people celebrated (largest attendance yet).
- 10,000 community organizations led our largest grassroots effort ever.
- 15,000 young people joined their local Boys & Girls Clubs and other youth development programs.
- 1,500 youth expressed their views on spending meaningful time with parents and caring adults via the 2005 kid's survey.
- National media highlights included the CBS *Morning Show*, *Good Morning America*, *CNN Headline News*, CBS national radio news and the Associated Press.
- 80% of participating communities obtained local media coverage.
- 2 million educational resources and materials were distributed to the public.
- 10,000 youth ambassadors led "meaningful time" community projects in their local communities

"Organizations, agencies and businesses are encouraged to contact us about participating in this growing annual event," Whitlow said. "We typically have 30-45 exhibits and activities for children and their families, and we hope to build upon that this year."

For more information about participating in America's Day for Kids on September 16, 2006, call 219/229-4309 or send email to [jkostielney@emichigancity.com](mailto:jkostielney@emichigancity.com). Registration forms are available on [www.emichigancity.com](http://www.emichigancity.com) and [www.laportecountyysa.com](http://www.laportecountyysa.com).

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**Contact:** Jan Kostielney  
**Phone:** 219/229-4309  
**Email:** [jkostielney@emichigancity.com](mailto:jkostielney@emichigancity.com)



**Meer Gym & Gill Field  
Michigan City, IN  
Saturday  
September 16, 2006  
2-4 p.m. CST**

## **APPLICATION FORM**

Organization: \_\_\_\_\_  
\_\_\_\_\_

Contact Name: \_\_\_\_\_  
\_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_  
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Our display/activity will include:  
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Description of your organization  
or business: \_\_\_\_\_  
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Do you need electricity?  
\_\_\_\_\_yes \_\_\_\_\_no

**Thank you for helping  
to create a memorable event  
for the children  
of our community  
and their families!**

Please complete this form and return to Jan Kostielney, Mayor's Office, 100 E. Michigan Blvd., Michigan City, IN 46360 or send details via email to [jkostielney@emichigancity.com](mailto:jkostielney@emichigancity.com). Information must be received no later than August 1, 2006 in order to be included in press releases and other publicity measures. Please email to Jan Kostielney copies of your logo for use on [www.emichigancity.com](http://www.emichigancity.com) and [www.laportecountyysa.com](http://www.laportecountyysa.com).