

PRESSRELEASE

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

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For Immediate Release

Date: June 23, 2004

1st Annual National Kids Day Event in Michigan City

Michigan City, IN (June 23, 2004) - National Kids Day is a special time set aside each year to celebrate and honor America's children by spending meaningful time with them. It's about celebrating kids - whether your children, grandchildren, or any child in need of mentoring. Michigan City will celebrate National Kids Day on Sunday, August 1st, at the old Elston (Meer) gymnasium and (Gill) field from 2-4 p.m.

Research shows that when adults spend meaningful time with kids, the children develop a positive self-image and a sense of belonging, usefulness and purpose. The Families and Work Institute's study, "Ask the Children," found that while children are happy with the amount of time their parents spend with them, they wish the time together was not rushed, but more focused and rich in shared activities.

Mayor Chuck Oberlie said, "The children of Michigan City are the foundation upon which our future successes will be built. They need parents, mentors and friends to help them to reach their goals. I encourage the adults and children of our community to share in activities that create positive experiences, and the 1st Annual National Kids Day in Michigan City is an excellent beginning. Our children are our most precious resource, and we all need to spend quality time ensuring their successful futures."

The 1st Annual National Kids Day event in Michigan City will feature many activities which can be shared by parents and their children as well as information that will help families be successful. Mayor Oberlie will open the event with a brief statement. National Kids Day will include refreshments and the following free activities:

- **Hidden Pond Bed & Breakfast** has donated a gift certificate for one night for an entire FAMILY (one afternoon, one night and breakfast the next day - meals included) to stay at their beautiful inn which features an in-ground pool, hot tub, paths through the woods and a wonderful pond around which are chairs for viewing the wildlife. This gift certificate will be a door prize won by one family which attends National Kids Day. Must be present to win.
- **Purdue University's Continuing Education Program** will host science and art activities centered on hands-on learning experiences. Science Toys explores toys, Youth Rangers will do nature art, and Science Rocks opens up geology for children. They will also have a drawing for free classes for children at PNC.
- **Ronald McDonald** will entertain families with a magic show, and the local McDonald's restaurants are donating orange drink.
- **MCFD** will be on site with Edith House and a photo-op where kids can try on firefighter hats and boots.

- **Parks & Recreation department** will host "sporting challenges" - volleyball bump, basketball toss and soccer kick
- **North Central Community Action Agency** will offer children an opportunity to participate in a coloring contest; gift bags will be available.
- **Purdue Extension** will feature food safety and nutrition.
- **LaPorte County Drug-Free Partnership** will give away books during this event.
- **Lubeznik Center for the Arts** will conduct a hands-on art activity.
- **United Way** will take Polaroid photos of families who will take the pictures home with them
- **Nurturing Parents, Parents as Teachers, Pea Soup, Baby Talk and Even Start** (all from Dunebrook) will be on site with information and displays.
- **Boys & Girls Club** will host a "fun fair" with games operated by club members and one-week free memberships.
- **The LaPorte County CASA** program will operate the "duck game" in which everyone wins a prize.
- **Girl Scouts** will have hair and face painting.
- **Mayor Chuck Oberlie's office** is creating a series of "coupons" for free or low-cost activities parents can do with or for their children. Parents will be invited to choose coupons appropriate for their family; the coupons for each child will be placed in a "cover" and stapled together.
- **Michigan City Public Library** will be on site to sign up children (with parental signature only) for library cards. Adults can register, too.
- **Army Corps of Engineers** will provide information on water and pier safety.
- **Safe Kids** will give families information on car seat safety.
- **Safe Harbor** will have "Connect Four" for children to play; gift bags will be available.
- **Save The Dunes** will present the Stream Troopers program.
- **Lighthouse Place** will donate coupon vouchers worth several hundred dollars.
- **Michigan City YMCA** will have an informational booth and character development tattoos for kids as well as cheerleading and hip-hop dance demonstrations.
- **John Jones, president of the LaPorte County Council**, will give away balloons.
- **Evelyn Baker, City Council member**, will attend this event; a representative of **Senator Richard Lugar's** office may attend as well.
- **Imagination Station** will provide a hands-on art activity and prizes.
- **Big Lots** is donating discount coupons, providing games and balloons for children as well as the napkins, plates, utensils and condiments for the picnic lunch.
- **Carson Pirie Scott** will offer helium balloons and a lollipop tree game for children with prizes including special coupons for the store at Marquette Mall.
- **Nature's Cupboard** will be sampling various healthy snacks and children's vitamins and handing out educational literature.
- **Max Brown**, an 81-year-old musician who has played with Les Paul, will entertain the children and their parents with jazz, country and "oldies but goodies" selections.
- **First Steps** will have bubbles for the younger children.
- **The Moon Walk** will be on site for children's enjoyment.
- **The Bee from Old Country Buffet** will greet children and their families.
- **Michigan City Family Dentistry** will be on site with information about dental hygiene.
- **American Red Cross** will perform blood pressure screenings for the adults who attend.
- **Smokey The Bear** will teach children and their families about fire safety outdoors.

Families are encouraged to bring their cameras to take advantage of several unique photo opportunities.

The National Kids Day effort is led by the Boys & Girls Clubs of America in partnership with KidsPeace, the National Center for Kids Overcoming Crisis. Additional associations helping to raise awareness and participation for National Kids Day are Association of Children's Museums, Association for Library Service to Children (a division of American Library Association), American Zoo and Aquarium Association, Covering Kids, National Association of Elementary School Principals, National Center for Missing & Exploited Children, Search Institute and Voices for America's Children. In 2003, three million people celebrated National Kids Day nationwide in 3,700 separate events.

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Contact: Jan Kostielney

Phone: 219/879-5157

E-mail: jkostielney@emichigancity.com