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Calling on Wisconsin Drivers to Help Prevent Child Abuse and Neglect

Proceeds from Redesigned License Plate to Work Towards Strengthening Families



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Madison, WI – The Celebrate Children Foundation is set to introduce the redesigned children’s license plate and is calling on Wisconsin drivers to help strengthen families and prevent child abuse and neglect. The unveiling will be celebrated on August 25 at a reception hosted by the Madison Children’s Museum where state officials, advocates, and partners will gather to promote the plate and highlight the benefit for families.

License plates are available online or in DMV offices. Every plate purchased sees \$25 donated to the Foundation’s efforts to strengthen families and reduce the likelihood of child abuse and neglect. Michael Bloedorn, Foundation Board Chair, is calling on Wisconsin drivers to assist in this effort. “Purchase of a children’s plate drives home the message that in Wisconsin, we care about children and families, and we support the critical work to strengthen families,” said Bloedorn. “Let’s see Wisconsin roads blanketed with vehicles displaying this important plate.”

The Celebrate Children Foundation works with the Child Abuse and Neglect Prevention Board toward the shared vision of ensuring every child in Wisconsin grows up in a safe, stable, and nurturing environment. In part, the work to realize this vision is carried out by Family Resource Centers through grants from the Prevention Board to strengthen children, families, and communities through education, resources, and support.

Multiple Family Resource Centers have joined forces with local Children’s Museums to promote the plate, sponsoring summer giveaways of museum memberships. Tammie King, Prevention Manager, Exchange FRC, in Janesville said “We are pleased to promote the children’s plate which helps organizations around the state to work with families, the building block of strong communities. At the Exchange FRC, we see evidence every day of the positive impact in families’ lives.”

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Family Resource Center partners include: The Parenting Network, Milwaukee, the FRC of St. Croix Valley-Baldwin, The Parenting Place-La Crosse, Exchange FRC-Children's Hospital of Wisconsin-Janesville, and the Northwoods FRC Network, Children's Hospital of Wisconsin-Lincoln, Langlade, Vilas, Oneida, Forest counties.

Through this promotion, ten Wisconsin families will enjoy free admission to their local museum for a full year, plus discounted entry to hundreds of museums nationwide, through the Association of Children's Museum's reciprocal membership program. Deborah Gilpin, CEO of the Madison Children's Museum, praised the effort saying "This partnership brings together institutions from all over the state with a shared mission in a collective venture to expand learning opportunities for Wisconsin families." Membership contributions from museums across the state make this promotion possible: Madison Children's Museum, Children's Museum of Eau Claire, Children's Museum of La Crosse, Betty Brinn Children's Museum-Milwaukee, and Northwoods Children's Museum-Eagle River.

For more than thirty years, the Child Abuse and Neglect Prevention Board has provided support to organizations for implementation of evidence-informed prevention programs, conducted research to identify innovative approaches, and advocated for policy changes needed for programs, statutes, policies, and budgets to strengthen families, reduce child abuse and neglect, and improve coordination among agencies providing prevention services.

For more information, visit: www.celebrate-children.org , www.preventionboard.wi.gov and www.madisonchildrensmuseum.org.

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