

Oregon 'Pinwheels for Prevention' campaign continues to grow with the help of Wildhorse Resort and Casino.

Pinwheels are popping up in front yards, at community events and in front of City Halls; they're spinning statewide as the country takes a moment to recognize April as Child Abuse Prevention Month.

Nearly 5000 pinwheels have been distributed statewide by Prevent Child Abuse Oregon as the centerpiece of its new campaign, "Pinwheels for Prevention™." The pinwheel represents the Prevent Child Abuse Oregon efforts to change the way our state thinks about prevention, focusing on community activities and public policies that prioritize prevention right from the start to make sure child abuse and neglect never occur.

Thanks to a sponsorship from Wildhorse Resort and Casino, "Pinwheels for Prevention" will have a new 500 piece Pinwheel Garden on display in Pendleton. The temporary exhibit will be installed on Saturday, April 3, 2010 in front of City Hall. Pinwheel Gardens will also grace the Mall at the State Capitol in Salem as well as areas in Lincoln City, Burns and Portland.

"When this project was presented to Wildhorse, I was instantly intrigued and knew this was something Wildhorse and our staff members would want to take part in," said Tiah DeGrofft, Community Relations at Wildhorse Resort and Casino. "Raising awareness and helping with the prevention of child abuse is the responsibility of a whole community and we are proud to be involved in bringing this project to Pendleton."

"We are thrilled to have the support of Wildhorse Resort and Casino as we try to raise awareness to Child Abuse Prevention Month along with the tremendous work already being accomplished in Eastern Oregon.", said Tony Stroh Director of Development for the Children's Trust Fund of Oregon and Prevent Child Abuse Oregon.

"It's simple really," said Stroh. "The actions we take to promote healthy child development are the very actions that help to prevent child abuse and neglect, like parent-child interaction, reading and constructive play. And healthy child development starts a chain of events that follow a child into adulthood. It leads to a more educated and productive workforce, which is good for community development and economic development. At a time when we all care about the economy, it just makes 'cents' to spend more time learning how stable, nurturing relationships influence a child's developing brain and provide a foundation for all future development."

"We all play a role in raising children," says Prevent Child Abuse America President and CEO Jim Hmurovich, "and given this we all play a role in not just healthy child development, but the prevention of child abuse and neglect. Please learn more about what we are doing in communities like yours, please support this campaign, and please do whatever you can to ensure that prevention is a priority in your community, state and the nation at large."

Pinwheels for Prevention is defining prevention in a number of ways in communities across the country. The campaign is based on the belief that while the public understands that child abuse and neglect is a serious problem, it doesn't necessarily understand what it means to prevent child abuse and neglect before it occurs, or that what the public cares about – the economy, rising health care costs, and animal abuse among other things – are related to preventing child abuse and neglect.

Abuse and neglect often have lifelong consequences for a child, including a greater chance of delinquency, criminal involvement, drug addiction, chronic health problems, mental health issues

and an overall drop-off in productivity of the individual as a functioning member of our communities.

Programs and strategies like home visiting, parent education, mutual self-help support, mental health services for new mothers, expanding the availability of affordable daycare programming and substance abuse treatment all play a role in the prevention of child abuse and neglect, and we all play a role in ensuring these programs exist in our communities.

Prevent Child Abuse Oregon and the Pinwheels for Prevention campaign are calling for everyone to join this grassroots movement which focuses on healthy child development, creating stable, stimulating and loving environments for all children, and preventing child abuse and neglect before it ever occurs.



ABOUT PINWHEELS FOR PREVENTION

Pinwheels for Prevention is the grassroots signature campaign for PCA America and its 47 chapters nationwide. The pinwheel represents PCA Oregon's efforts to change the way our state thinks about prevention, focusing on community activities and public policies that prioritize prevention right from the start to make sure child abuse and neglect never occur.

For more information, please visit www.ctfo.org

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ABOUT WILDHORSE RESORT & CASINO

Wildhorse Resort & Casino is the Pacific Northwest's highest paying casino, with a record \$9.1 million slot jackpot. The Resort includes a 24-hour casino, hotel, RV Park, 5 restaurants, a sports bar, 18-hole golf course and Tribal museum. It is located just minutes off I-84 at Exit 216, four miles east of Pendleton. For more information: 1-800-654-9453 or www.wildhorseresort.com. Wildhorse is owned and operated by the Confederated Tribes of the Umatilla Indian Reservation.