

FOR IMMEDIATE RELEASE  
DATE: February 14, 2017

**Contact:**

Kevin Mann

[KMann@cfgulfwind.org](mailto:KMann@cfgulfwind.org)

850-476-1760 x 107

**Local Youth Organization Announces Spokesperson  
for Absolutely Incredible Kid Day®**

*Adults are asked to write notes to let kids know they are incredible*

**Pensacola, FL** – Camp Fire Gulf Wind Inc. is proud to announce that Camp Fire Gulf Wind Board of Directors Chairman Ted Toop is the spokesperson for the 20th annual Absolutely Incredible Kid Day®. This event honors our nation’s youth by asking adults to write simple letters of encouragement and inspiration to the incredible kids in their lives. It is a simple, meaningful way to let youth know how much they are appreciated. Lives are changed by this simple act of love and kindness.

“Children need to know we are proud of them,” Toop said. “They need to know we love them. The word love covers a multitude of things, but a child wants to know they are loved, safe and listened to.” Toop is a local consultant for Rock of Ages Prison Ministry, music minister at his church, a marriage counselor and a Gideon. He has four children, nine grandchildren and 12 great-grandchildren.

Absolutely Incredible Kid Day® was developed by Camp Fire, a national youth organization and will be celebrated across America. Absolutely Incredible Kid Day® will be held in Escambia and Santa Rosa County School District on March 15, 2016.

Anyone can participate—parents, siblings, grandparents, teachers, coaches, executives, organizations, etc... The goal for Camp Fire Gulf Wind Inc. is for 5,000 letters to be written and delivered to our local students. Just imagine the impact of encouraging letters in lunch boxes, hidden in pockets, left on desks, and tucked into backpacks!

“We ask every adult to join us. Take five minutes and write a letter to a child, tell them they matter, that they always will. If a youth hears it enough and believes it, he or she will be more prepared to face the complicated issues confronting them every day.” - La-Vonne Haven, Executive Director of Camp Fire Gulf Wind Inc.

Celebrate youth on March 16<sup>th</sup> by participating in Absolutely Incredible Kid Day®.

**About Camp Fire:**

Camp Fire is one of the nation’s leading nonprofit youth development organizations, serving youth, teens and families in communities across the United States. Camp Fire programs are research-based, delivered where youth and families are via out-of-school time, environmental and camp, and teen service and leadership programs. Because youth want to shape the world, Camp Fire’s focus is giving youth and teens the opportunity to find their sparks, lift their voice and discover who they are. Camp Fire programs are proven to develop young peoples’ skills now so they can reach their full potential. For more information about Camp Fire, visit [www.campfirekids.org](http://www.campfirekids.org) or call Kevin Mann at 850-476-1760.

###