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## THE LETTERS ARE COMING IN!

### Celebrate Camp Fire's 20th annual Absolutely Incredible Kid Day®

Pensacola, FL February 20, 2017 –Camp Fire Gulf Wind, Inc. thank all the folks who stopped by our booth at Cordova Mall on February 18 to write letters of encouragement and inspiration to kids! March 16 marks an absolutely incredible milestone: Camp Fire's 20<sup>th</sup> *Absolutely Incredible Kid Day*®. Last Saturday, a lot of great people helped!

In the past 20 years, millions of kids across the country, including 7800 youth in Northwest Florida, have received letters of love and encouragement from caring adults in their lives in celebration of the annual youth recognition campaign. This year, Camp Fire Gulf Wind, Inc. hopes to do more letters than ever before.

Make it your goal on March 16 to send out letters to all of the children you know: a son or daughter, grandchild, niece or nephew, neighbor, student ... the list can go on and on. Camp Fire Gulf Wind, Inc. challenges adults of Escambia and Santa Rosa Counties to participate this year, especially if you have not done it before.

You can write a general letter to a kid out there who needs to hear from you. All kids deserve to know how valued and appreciated they really are, and *Absolutely Incredible Kid Day*® is a great time to tell them. On social media, tag your posts with #AIKD to let everyone know how special the kids in your life are.

"Obviously by making this challenge, we will be increasing the number of kids who receive letters," said La-Vonne Haven, executive director/CEO, Camp Fire Gulf Wind. "But beyond that challenge are more and more children

who will feel valued and respected. Through words of encouragement, we energize the child's drive for success in the future."

*Absolutely Incredible Kid Day*® supporters include national figures such as celebrities, former Presidents George W. Bush and Bill Clinton; family authority, Sylvia Rimm, Ph.D.; and sports heroes Jerry Rice and Jeff Gordon. Visit the national *Absolutely Incredible Kid Day*® web pages at [www.campfire.org](http://www.campfire.org) or Facebook us to view letters written to America's youth.

Nationally, the goal of *Absolutely Incredible Kid Day*® is for every child to receive a letter. It can be left on a pillow, mailed, stuck in a lunch box, e-mailed, read over the phone or read in person. Camp Fire wants parents, grandparents, aunts, uncles, siblings, neighbors, educators, mentors and all adults to participate.

Help Camp Fire celebrate America's children by posting a letter to the kids in your life. It's a simple gesture whose impact can last a lifetime.

### **About Camp Fire**

Camp Fire Gulf Wind, Inc. is a unique experience for children in northwest Florida. Our program offers VPK programs, summer camps, child care programs, and after-school care for children as well as Teens in ACTION and InterACTION. We strive to provide an engaging and fun-filled learning environment for children, young adults, and families to enjoy. We welcome all children. More information is available at [www.campfirekidsfl.com](http://www.campfirekidsfl.com).

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.campfire.org](http://www.campfire.org).

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