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TELL KIDS HOW ABSOLUTELY INCREDIBLE THEY ARE

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

Pensacola, FL January 1, 2017 – March 16 marks an absolutely incredible milestone: Camp Fire's 20th *Absolutely Incredible Kid Day*® .

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. is taking it one step further.

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.

Indeed, you can write a letter to a kid you don't know personally. We are going to have the AIKD letter writing event at Cordova Mall on **Saturday, February 18** from 11 am to 2 pm. You can write to kids you know, or a general letter to a kid out there who needs to hear from you. These special people 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 highly-regarded and admired. Through words of encouragement, we energize the child's drive for success in the future."

Camp Fire's *Absolutely Incredible Kid Day*® is a national letter-writing campaign to honor children and has been deemed an overwhelming success by child care experts, educators, celebrities, leaders, parents and kids everywhere.

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 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.

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.

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