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**NATIONAL CHILDREN'S ALLIANCE AND 03801 PRODUCTIONS ANNOUNCE EMMY WIN
FOR *STAND UP, STEP FORWARD* PUBLIC AWARENESS CAMPAIGN**

Campaign Designed to Increase Awareness of Teachers as the Leading Reporters of Child Abuse

Washington, D.C. (June 8, 2014) – On June 7, 2014, the Boston/New England Chapter of the National Academy of Television Arts & Sciences recognized National Children's Alliance and 03801 Productions for their jointly produced *Stand Up, Step Forward* Public Service Announcement (PSA). The recognition came in the form of three Emmy Awards for: Public Service Announcement – Single Spot; Director Post Production; and Writer Short Form. In addition, the *Stand Up, Step Forward* PSA was honored at the 2014 Telly Awards, receiving a Silver Telly, First Place for Social Responsibility, and a Silver Telly, First Place for Cinematography.

Inspired by Congressional testimony given by former NHL star and child abuse survivor Sheldon Kennedy, the *Stand Up, Step Forward* campaign is designed to increase awareness of teachers as the leading reporters of child abuse in the U.S., and often the first advocates to help victims become survivors. This PSA was crafted to both inspire child victims to find the courage to report their abuse and adults to find the courage to take action. Since premiering as a PSA during *The Colbert Report* (courtesy of Comedy Central) on World Day for Prevention of Child Abuse on November 19, 2013, thousands of child abuse survivors have shared their painful memories as victims and their courageous journeys to becoming survivors. This conversation continues both online and off and is poised to reach a critical mass as the PSA continues to garner traction.

As stated by Teresa Huizar, Executive Director of National Children's Alliance, "We were honored to receive this prestigious recognition from the National Academy of Television Arts & Sciences and grateful that they recognize the important message the *Stand Up, Step Forward* campaign addresses. It is our hope that this campaign will inspire individuals to take a stand against child abuse, and join our fight to protect children. We are also grateful to 03801 Productions for their generous support of this project and commitment to the cause of child abuse prevention."

Joining Ms. Huizar's sentiments, Peter Connors, Producer with 03801 Productions, stated, "*Stand Up, Step Forward* is from the hearts and hands of an all-volunteer team that values the critical work National Children's Alliance and Children's Advocacy Centers do on a daily basis to protect the most vulnerable children in our communities. We came together to create work that matters and appreciate that this recognition serves as a platform for us to better help victims become survivors."

To watch the *Stand Up, Step Forward* Public Service Announcement and join the fight against child abuse, visit www.HelpVictimsBecomeSurvivors.org. And for more information about National Children's Alliance visit www.nationalchildrensalliance.org.

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National Children's Alliance is the national association and accrediting body for the over 770 Children's Advocacy Centers and 47 State Chapters serving each of the 50 states and the District of Columbia. Dedicated to helping local communities respond to allegations of child abuse in ways that are effective and efficient, and put the needs of child victims of abuse first, National Children's Alliance provides support and advocacy to its accredited membership, as well as numerous developing centers, multidisciplinary teams and child abuse professionals around the country, and the world. As the national authority on multidisciplinary approaches to supporting child victims of abuse, the purpose of National Children's Alliance is to empower local communities to provide comprehensive, coordinated and compassionate services to victims of child abuse. Founded in 1990, National Children's Alliance provides accreditation opportunities, financial assistance, training, technical assistance, research and education to communities, child abuse professionals and children's advocacy centers throughout the United States in support of child abuse intervention, advocacy and prevention. www.nationalchildrensalliance.org

03801 Productions is an independent, New Hampshire based, creative development and production company - on a mission to create work that matters.