



**DRAFT**  
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**CITIZENS' COMMITTEE FOR CHILDREN LAUNCHES BOLD  
POLICY INITIATIVE TO MARK 60<sup>TH</sup> ANNIVERSARY OF CHILD  
ADVOCACY IN NEW YORK CITY**

***-- Bob Kerrey of 9/11 Commission Argues That Confronting Children's Needs  
Is a Top Priority --***

(October 19, 2004 -New York, NY) – Citizens' Committee for Children (CCC) marks its 60<sup>th</sup> anniversary today with a celebration breakfast that launched *Securing Every Child's Birthright*, a bold initiative focused on changing policies that will directly benefit the lives of children, parents and all New Yorkers. The new campaign aims to address three key areas that affect the well-being and future of every New York City child: economic security; housing security and developmental security.

“We want to help New Yorkers imagine a better, even greater city for children. We want to inspire people to take action on behalf of young people. And, ultimately, we want to insure that every New York City child is healthy, housed, educated and safe and provided with opportunities that will lead to a bright future,” said Gail B. Nayowith, Executive Director of CCC.

Bob Kerrey, President of the New School University, Member of the 9-11 Commission and former Senator and Governor of Nebraska, delivered the keynote address to nearly 700 hundred CCC supporters, which touched upon the economic, educational and societal needs of children and youth.

“There is no greater challenge or more important public issue than doing all that we can for our children,” said Kerrey. He noted that terrorist threats are a lesser risk to a larger number of our children than the risks associated with failure to provide quality education and early childhood opportunities and added “we’re not spending enough time or money on our children.”

Nayowith called for a series of actions that promote and build upon New York City’s newly created Earned Income Tax Credit to provide economic security for children and working parents and lower the rate of child poverty.

“Additionally, we are pushing for a multi-pronged approach to promote housing stability and increase the supply of affordable housing, so that fewer families are at risk of losing their homes,” said Heidi Stamas, Chairman of CCC.

“We call upon local policymakers to build upon New York City’s early care and education programs to insure developmental security. Programs that begin at birth, and have proven results in supporting new and working parents and laying the foundation for children’s success in school and in life must be expanded to reach more children,” added Judith A. Garson, CCC President.

The event also honored leaders whose work is fundamental in building a strong foundation for children. **Kaplan, Inc.**, a company dedicated to providing lifelong education, was honored with the Samuel P. Peabody award for Pro-Social Corporate Action. Through scholarships, Kaplan has brought its stellar SAT preparation and tutoring services among other educational innovations to students nationwide. The Samuel P. Peabody award for Community Activism was presented to **Richard E. Green**, Founder and Chief Executive of the Crown Heights Youth Collective. The Collective provides services and programs to develop the potential of youth in the community of Crown Heights, Brooklyn encouraging peace and constructive problem solving. The Eleanor Roosevelt Award was given to **Gail B. Nayowith**, CCC’s Executive Director since 1992, for her commitment to and effective leadership on behalf of New York City’s children. Gail is responsible for CCC’s unique blend of an expert professional staff and dedicated volunteers who work together to have the greatest positive impact on New York City children.

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For more information or to schedule an interview with Gail Nayowith, Executive Director of CCC, please call Ivette Zamora or Jennine Meyer at (914) 833-7093. More information on is available at [www.kfny.org](http://www.kfny.org), CCC’s website.

*Founded in 1944, Citizens' Committee for Children works to improve the well being of all New York City children and ensure that they are healthy, housed, educated and safe. CCC's activities and programs combine the best features of public policy advocacy with a long tradition of citizen activism. Many of CCC's activities directly affect the lives of individual children but most of our efforts are spent identifying the causes and effects of vulnerability and disadvantage; promoting the development of services in the community, and working to make public and private institutions more responsive to children. CCC is a non-profit organization supported by individuals, foundations and Corporations. CCC neither solicits nor accepts government funds.*