

FOR IMMEDIATE RELEASE — JANUARY 11, 2013



Grassroots Anti-Gun Violence Group Declares January 19 “Child Appreciation Day”

The grassroots group Parents Against Gun Violence (PAGV, www.parentsagainstgunviolence.com), with the support of anti-gun violence advocacy groups across the nation including the Coalition to Stop Gun Violence and One Million Moms for Gun Control, have declared January 19 "Child Appreciation Day." A coalition of pro-gun advocacy groups have declared January 19 a “Gun Appreciation Day,” but PAGV feels it is unnecessary and gratuitous to "celebrate" the weapons that are responsible for taking almost 40,000 lives annually, including over 700 children a year, according to the CDC.

“Organizing a ‘gun appreciation day’ so soon after the Newtown Massacre is in poor taste. In response we have decided to promote a ‘Child Appreciation Day’ to honor our children and the victims of Newtown,” said Jennifer Caldera, a member of the PAGV Steering Committee.

Because January 19 is a National Day of Service, PAGV encourages Americans to consider devoting their service to a children's organization to honor the importance of children in our lives and future.

The steering committee offers five ways that Americans can show their appreciation for children:

1. Devote your Day of Service to a children’s charity or organization.
2. Teach a child a new skill—or ask them to teach you something!
3. Upload a photo of you hugging your child on PAGV's Facebook page.
4. Familiarize yourself with what the American Academy of Pediatrics says regarding firearm safety and children.
5. If you do have a gun at home, take this opportunity to double check that it is stored safely and cannot be accessed by anyone but a responsible adult.

"As a parent and former teacher, it's important to me that my child and other children grow up realizing how much we appreciate them in our lives," said Tara Haelle, another PAGV Steering Committee Member. "We have many problems that need to be solved in this nation, and the

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current generation of children will be the ones who inherit that responsibility. By showing our appreciation for them now, nurturing them, and working to provide them with a safer, more secure society with less gun violence, we are ensuring a better future for everyone.”

About Parents Against Gun Violence

PAGV came together following the Newtown school shooting, but the group formed specifically to counter the polarizing lack of dialogue related to gun violence in the U.S. The group consists of conservatives, liberals and moderates, gun owners and non-gun owners, united by a conviction that there are many common-sense policies that can reduce gun violence, and especially the risk of harm to children. For too long, the debate has been captured by a polarized, all-or-nothing struggle. PAGV decided it was time for the debate to change.

PAGV has developed an evidence-based platform of proposals – based on extensive research on existing studies on gun injury, violence and crime – which it will present policymakers on Jan 14.

PAGV members support the Constitution and the Second Amendment while recognizing the need to address the extremely high levels of gun violence, including suicide, in the United States. PAGV seeks to participate in new and meaningful dialogue to explore measures necessary to lower gun violence in the U.S., which is by far the highest in the developed world.

PAGV is committed to:

- Advocating a re-centered debate, focused on policies that scientific evidence and reasoned dialogue show have the greatest potential to reduce firearm-related deaths among children.
- Finding and disseminating scientific, peer-reviewed research on the causes of gun violence and gun accidents, and on how to reduce both.
- Advocating for policy change with focus on the kinds of policies that can build support across the political spectrum and are supported by evidence and debate.

For more information, please see the PAGV website, www.parentsagainstgunviolence.com, and contact Jennifer Caldera at admin@parentsagainstgunviolence.com or at (916) 642-9892, or Amy Smith at (412) 879-0263.

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