

— News Release —

For Immediate Release
For News and/or Community and/or Religion Editor(s)

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Father's Day Cost Billions, but Commitment is the Plea for "Children's Day"

• Estimated \$10 Billion Spend on Father's Day

Batavia, Ill., June 4, 2007 (*The Religion Wire™*) —

This year spending is up for Father's Day according to the National Retail Federation. The country will spend some \$9.9 billion dollars on dad and an average of \$98.34 per individual. Also this year mothers were

expected to receive on Mother's Day an average of \$139.14 in spending and a total estimated at \$15.73 billion dollars. You may ask... What about children? What is their plea for a special day?

The plea of children today according to the website www.nationalchildrensday.us, supporting the revival of "**Children's Day**" on the *second Sunday in June (this year June 10, 2007)*, is beyond just the gift of spending, but to commitment of parent and individuals.

John Ross, advocate for "**Children's Day**" and part of a growing movement spear-headed by the website www.nationalchildrensday.us, stresses the importance of commitment to children by highlighting 10 practical ideas:

- Help reduce your child's TV, computer, video games time from the national average of five hours a day.
- Expand the time reading with your child and helping with homework.
- Visit the public library with your child once a week
- Plan special outings with your child... zoo, museum, park, ball game, concert.
- Periodically visit and talk with your child's school teacher.
- Monitor and advice your child about their friends... be involved.

Children's Day



Second Sunday in June

Add one — *Father's Day Cost Billions, but Commitment is the Plea for "Children's Day"*

- Think about your child's spiritual education and formation. Be an example... a child's good character is no accident.
- To not forget to think about your child's health... plan visits to the doctor and dentist.
- Plan and participate in community/church activities for children... your child needs to see that you love all children.
- If you are childless, volunteer to mentor a child at your local school.

The "***Children's Day***" website challenges parents, individuals, churches/houses of worship, schools/places of education, government/community and businesses to sign commitment cards directed at affirming America's children. They pledge to "commit myself(ourself), in the coming year, to love, cherish, nurture(physical, mental, emotional, & spiritual needs), and affirm..." They can also make a commitment beyond America to the world's children.

"***Children's Day***" observations in the United States predate both Mother's and Father's Day. This day dates from the 1880s and earlier. The General Assembly of the Presbyterian Church in 1883 designated the "the second Sabbath in June as *Children's Day*." Last year, the Illinois House passed a resolution proclaiming the day. The *Chicago Tribune* also ran an article.

This year, Dr. Paul Cedar of the *Mission America Coalition* was promised to spread the word to his community of influence. A few weeks ago, Moody radio's *Prime Time Chicago* did an interview.

Last week, the Illinois governor's office stated that Governor Rod Blagojevich will issue a proclamation for the day in the coming days.