



**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**
June 18, 2007

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THIEVES THWART FUNDRAISING EFFORTS OF CHILDPLAN

PURSES & TIES TO BE SENT TO THE RICH AND FAMOUS TO BENEFIT EAST HARTFORD CHILDREN AND THEIR PARENTS STOLEN

East Hartford, CT – What was an exciting project for the Student Congress Afterschool Program at Anna E. Norris Elementary School in East Hartford, turned into a nightmare on Friday, June 15th when all of their hard work was stolen out of a garage in East Hartford.

The Student Congress wrote personalized letters to over 35 celebrity personalities such as Oprah Winfrey, David Ortiz, Derek Jeter, Scott Haney, and Denise D’Ascenzo to name a few and included purses and ties signed by themselves for a fundraiser - PURSEnalityTIES” - to support ChildPlan, Inc. of East Hartford.

Thirty five (35) packages in all were stolen from the trunk of the car of Donna Kehoe, Executive Director of Childplan, Inc. sometime last week. She realized this when she went to mail them on Friday. “I’m just devastated. The kids worked so hard and were so excited to send letters and pictures to their idols in hopes that they’d return the favor. The purses and ties that were stolen are worthless – but the kids efforts are priceless.”

Fourth grade student Deanna Brown wrote to Ellen DeGeneras, “I sent you a purse that I signed for you to keep. I am not as famous as you, but maybe someday I will be!” Some of the other celebrities who were to receive packages included: The Honorable Jodi M. Rell, Congressman John Larson, Geno Auriemma, Gayle King, Jason Veritek, Alex Rodriquez, Johnny Depp, Carrie Underwood, President George W. Bush, President Bill Clinton, and Vice President Al Gore.

”We’re just asking whoever took the packages to please return them. No questions asked,” added Kehoe. “The idea to do a silent auction featuring purses and ties came to me several year’s ago when designer purses became the rage. Women can never have enough purses and men enough ties, so why not buy one from someone rich and famous and help a worthy cause at the same time.”

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In an effort to pull something together and recognizing that tomorrow is their last day of school, Kehoe and Childplan board members scoured area consignment shops for replacement purses and ties and are working with some students at Silver Lane Elementary School today to re-write letters.

PURSEnaliTIES is scheduled to take place at The Hartford Club from 5:30 – 8:30 p.m. and includes a wine tasting and live auction. ChildPlan is still hoping to receive at least 50 signed purses and ties, along with other donated items that will be offered through a silent auction.

For more information or to make a donation, call Donna Kehoe or Karen Gilbert at Childplan at 860.569.5630. All proceeds from the PURSEnaliTIES fundraiser will benefit East Hartford Childplan, Inc. which raises money for after school activities and other programs for children ages 0- 21.

About East Hartford Childplan, Inc.

ChildPlan, Inc. helps raise money for after school activities, early childhood initiatives, parent leadership trainings and other programs for children ages 0- 21 and their families. East Hartford ChildPlan, Inc. has developed as part of its strategic planning, goals and a mission statement to reflect its enhanced role as a vital member of the East Hartford community. The goals for East Hartford ChildPlan, Inc. are to:

- Serve as a planning, advocacy and policy development organization
- Enhance and increase services and foster projects that impact the health, educational status and social conditions of East Hartford children and social conditions of East Hartford children and families
- Promote community agency networking to seek and secure necessary funding to start and sustain programs for children and families
- Involve parents as partners in the work of ChildPlan.

The mission of ChildPlan, as affirmed, is to proactively and effectively collaborate with the East Hartford community to improve the quality of the lives of our children and families.

History

In 1991, the Connecticut General Assembly passed legislation encouraging communities to establish a means to coordinate services provided to children and families. East Hartford responded by forming ChildPlan, an organization consisting of a variety of municipal and community leaders who were interested in assessing and providing for the needs of its community. Some of the early initiatives accomplished were the development of School-based Health Centers, a Youth Advisory board, Family Resource Centers, and a Teen Center.

East Hartford ChildPlan, Inc. received its 501 c (3) nonprofit status in 2003 and is now poised to act as a resource to the community in providing a local voice in program planning and as a fiduciary for the application for and allocation of grants.

For more information visit: www.childplan.org or contact Donna Kehoe at 860.569.5630 childplan@sbcglobal.net.

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