



For immediate release

Contact: Erik Gammell
Phone: (608) 441-9909
Email: Erik.Gammell@REACHaChild.org

New Program to Help Comfort Children in Dane County

REACH a Child partners with Dane County Department of Human Services

Dane County Department of Human Services is the first local recipient of K.I.T.S for KIDS backpacks. Department staff received fifty packs for distribution to children in traumatic situations on April 20. Bob Lee, Administrator of the Department's Division of Children, Youth, and Families expressed gratitude for the donation. "These packs will bring a lot of comfort to kids in very difficult situations. Some of the kids have no stuffed animals or books or crayons at any time. Having these kits will make our social workers' jobs easier. It is great to have community organizations and community businesses taking this interest in these very needy children," Lee said.

The goal of the "KITS for Kids" program is to provide emotional comfort and compassion to a child that is temporarily displaced from their home either by a natural disaster or through the Social Service Department. Our "K.I.T.S. for KIDS" backpacks are filled with a variety of comfort and toiletry items to give the child a sense of ownership and items they will need during the first 24-72 hours after being displaced.

Paul Gilbertson, CEO of REACH a Child "believes that every child should feel a sense of comfort, regardless of their immediate surroundings and situation. And, it is the community's obligation to provide this sense of well being and comfort." Our hope is that this test pilot program will become the standard by which all First Responders and Social Service Agencies administer the "KITS for Kids" program.

Both the "By Youth For Youth" program and the Monona Wal-Mart Super Center and the Stoughton Wal-Mart have generously provided funding for this initial pilot.

R.E.A.C.H A Child was founded in 2007 with a simple mission "To put a smile on the face of a child in the time of need..."

###

If you would like more information on this topic or to schedule an interview with REACH a Child Founder Paul Gilbertson, please contact Erik Gammell at (608) 441-9909 or e-mail: Erik.Gammell@REACHaChild.org.

