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**New Stadium, New Residents, New Sophisticated Business Corridors—
New Plan for DC Kids?**

DC ACT Launches “5 Promises to Kids Campaign” in Time for September Primary

WASHINGTON—July 31, 2006 -- DC Action for Children today launches its ***5 Promises to Kids Campaign*** in preparation for forthcoming changes in the mayor and city council offices this November. The campaign urges DC’s mayor-elect to craft an agenda to address the most critical needs of the city’s youngest residents. The ***5 Promises to Kids Campaign*** focuses on safe children, youth opportunity, school readiness, government accountability and fair chances for success.

Angela Jones Hackley, executive director of DC ACT said today, “Look at the recent spike in crime among our youth. Our kids are telling us in no uncertain terms that we have not made them a priority. We consistently see it in the statistics—high school dropout rates, child abuse and neglect. We need a mayor that is going to address these urgent issues now!”

Beginning today, DC ACT will release one promise every week to the media, partners, supporters and general public. Each promise will describe an important issue involving or relating to DC’s children and will offer recommendations to remedy the problem. During the week preceding the September 12 Primary Election, DC ACT will host a launch event to increase outreach efforts and visibility for the campaign.

PROMISE 1: Children and youth will be safe in their homes and communities.

All too often in the District of Columbia, young people are abused or neglected by their parents or caregivers. Violence in our communities and homes also threatens the physical and emotional well-being of children and youth. There is much the government can and should do to build and cultivate safe, healthy and caring communities, communities that support and protect children and youth.

ABOUT DC ACT

Since its inception in 1992, DC Action for Children has served as an independent, non-profit, multi-issue advocacy organization dedicated to improving the quality of life for children living in the District of Columbia. DC ACT's work is guided by its vision that each child in the District of Columbia should be afforded the opportunity to reach his or her potential. DC ACT focuses on public policy areas, which include: early care and education, child welfare, child and maternal health and positive youth development. For more information, visit www.dckids.org.