



Children's WEEK

Because Every Child Matters

MEDIA KIT



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MEDIA KIT 2024



ABOUT US

Children's Week Florida™ is the largest event in the state that celebrates and honors its commitment to children, youth, and advocates. What began as a single-day grassroots event is now a year-round initiative with a special (annual) week at the State Capitol during the legislative session that strengthens Florida's families and communities.

Through a variety of interactive events, educational activities, and outreach efforts, Children's Week Florida™ seeks to elevate the diverse needs of our state's children and youth while acknowledging their achievements. Thousands of attendees including legislators, public officials, nonprofit organizations, business leaders, child and youth advocates, teachers, students, and families attend Children's Week Florida™ each year.

Together with our Partners, volunteers, and advocates, we deliver the message to our state leaders that every child should be healthy, ready to learn, and able to achieve their full potential!





FUN FACTS

- Founded in 1996, Children's Week Florida™ began as a single-day grassroots effort. It has evolved and expanded over the years into a week of action-packed activities and enrichment opportunities for all ages.
- Children's Week Florida™ is the only annual event in the state that celebrates and honors its commitment to children, youth, and advocates.
- Our annual Children's Week Florida™ celebration and events would not be possible without the support, generous contributions, time, and advocacy efforts of community and statewide Partners.
- The Children's Forum is the Organizing Partner for Children's Week Florida™.
- Our headquarters are located in Tallahassee, Florida.
- Children's Week Florida™ 2024 will take place **February 25 – March 1** at the State Capitol. *(You can see our schedule of events on the following pages for a breakdown of daily activities).*



2024 EVENTS

February 25 – March 1

Celebration of the Hands sponsored by Humana Healthy Horizons® in Florida

Each year, young children, youth, teachers, and families across the state create custom hand artwork that is displayed in the State Capitol. These beautiful works of art serve as a daily reminder to legislators and visitors that the future of our children rests #InOurHands.



February 26, 5:00–8:00 PM

Advocacy Dinner & Awards

Ceremony sponsored by Aetna Better Health® of Florida

This special event at the Donald L. Tucker Civic Center features inspirational speakers, entertainment, and networking opportunities. Recipients of the Youth, Impact, and Chiles Advocate Awards will also be announced.





2024 EVENTS

February 27, 9:00 AM – 2:00 PM

Children's Day sponsored by Sunshine Health and Children's Medical Services

Join Children's Week Florida™ Partners, legislators, and advocates at the State Capitol for interactive exhibits and educational activities for young children and youth. This fun-filled day also includes complimentary breakfast and lunch, a statewide press conference, youth performances on the Main Stage, and more!



February 27, 10:00 AM – 1:00 PM

Storybook Village and Legislator Lane

While you are visiting the State Capitol for Children's Day, be sure to walk through Storybook Village and Legislator Lane in the North and South Plazas. Experience a place where books are brought to life through song, dance, celebrity readers, and hands-on activities. All children who stop by for a story will receive free books and other goodies to take home!





2024 EVENTS



February 28, 6:30 PM – 9:00 PM

Speak Life End Bullying Screening

Students and community leaders are invited to a private screening of Speak Life End Bullying the Musical at the Challenger Learning Center. A discussion on solutions to the teen mental health and bullying epidemic will follow the screening.

February 28, 9:00 AM – 3:00 PM

Teen Day at the Capitol

Students will have the opportunity to learn about the legislative process, tour the old and new state house, meet with lawmakers and lobbyists to discuss issues impacting youth in Florida.



February 29, 10:00 AM & 1:00 PM

Thoughtful Thursday

This year's virtual event includes informational and engaging webinars hosted by our Featured Partners Sunshine Health and Florida After School, Inc.





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VIDEOS





**CONTACT
US**



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