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Swingle Lawn, Tree & Landscape Care gives Denver's 7News a hand with installing a giant blue ribbon on the 7News building.

April 13, 2009 (Denver, CO) - If you are wondering why 7News has a giant blue ribbon up on their building, it's to create awareness for the prevention and treatment of child abuse and neglect.

April is National Child Abuse Prevention Month and The Kempe Foundation for the Prevention and Treatment of Child Abuse and Neglect has partnered with Colorado's business, government and community leaders for the "Get Your Blue On" campaign to increase awareness of the issue and educate on its prevention. *Blue is the color of the awareness ribbon and symbol for child abuse prevention.*

"As we observe the month, we are asking Coloradoans to see what one thing they can do to help put an end to child abuse and neglect in their neighborhood," said Jesse Wolff, President and CEO of The Kempe Foundation. "It may be something as simple as wearing a blue ribbon, writing a letter to the editor or learning about the signs of abuse and neglect. Every action, symbol or conversation on this issue helps us educate our communities and gives us hope that we are working together to ensure that all children have a happy and promising future."

Also through the month, citizens will see the city "turn on the blue" with lights and large giant blue ribbons visible throughout the metro area, including on the Capitol dome, the City and County building, Pepsi Center, 7News and several other prominent buildings.

Each year, nearly 1 million children are victims of child abuse and neglect in this country; almost 9,000 children in Colorado alone.

"We are very proud to lend a hand with the ribbon installation and help 7News and the Kempe Foundation bring awareness to April being National Child Abuse Prevention Month," said Thomas Tolkacz, CEO of Swingle Lawn, Tree & Landscape Care.

All information is free to the public and is available through the Kempe website at www.kempe.org.

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