

News Release

FOR IMMEDIATE RELEASE
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Berenstain Bears Take a Bold Stand on a Difficult Issue as New ‘Spokesbears’ for Prevent Child Abuse America

Beloved children’s characters join forces with PCA America to prevent abuse by supporting healthier families and communities

CHICAGO – April 19, 2007 – On Saturday April 21, the Berenstain Bears will be introduced as the new “spokesbears” of Prevent Child Abuse America at the Wrigley Start Early 5K/10K Run & Walk in Chicago.

The partnership is an innovative decision by the Berenstain Bears, to use their popularity to highlight the type of parenting, activities and lessons that promote healthy, safe and loving environments that decrease the chances of child abuse and neglect from occurring. The Berenstain Bears have provided important lessons to millions of readers for over 40 years and are one of the most recognizable children’s characters in the country.

“It’s important for us to contribute to healthier and safer environments for children. Preventing abuse is something we want to actively support,” said Mike Berenstain, co-author and illustrator of the books. “We hope this contributes to a more open conversation about preventing abuse and that other companies will follow suit.”

“We are thrilled that the Berenstain Bears are committed to our nation’s children,” said PCA America President and CEO Jim Hmurovich. “This is a great example of a socially conscious and child focused business taking a stand on an issue that has great consequences for all of us. This helps us begin having a more honest conversation about how each of us has a role to prevent the abuse and neglect of our nation’s children.”

WHAT: First public appearance of the Berenstain Bears as the official “Spokesbears” of Prevent Child Abuse America. The Berenstain Bears will be available for pictures while children and families cheer the runners and walkers on at the beginning of the event.

WHEN: Saturday, April 21
9 a.m. start (5K/10K Chip-Timed Runs)
9:30 a.m. start (5K Pledge Walk)



10:15 a.m. Kids Dash

WHERE: Chicago, IL; at Grant's Statue in Lincoln Park (Cannon & Fullerton)

Several specific initiatives are in development between PCA America and the Berenstain Bears. Both organizations anticipate additional announcements about these initiatives to be announced during the remainder of the year.

ABOUT PREVENT CHILD ABUSE AMERICA

Prevent Child Abuse America is the nation's leading organization working solely to prevent the abuse and neglect of our nation's children, founded in 1972. Through its chapters in 42 states and its voluntary home visitation services provided by Healthy Families America® in more than 400 communities nationwide, Prevent Child Abuse America helps provide healthy, safe and nurturing experiences for more than 100,000 families every year. For more information, please visit www.preventchildabuse.org.

ABOUT BERENSTAIN BEARS

America's best known bear family was created by Stan and Jan Berenstain of Bucks County Pennsylvania for the enjoyment of their own young sons, Leo and Mike. It was their goal to depict everyday adventures that children would want to read about. The first story starring the characters, The Big Honey Hunt, appeared in 1962. Since then, more than 250 Berenstain Bears books have been published, and over 260 million copies sold, making the Berenstain Bears arguably the best-selling children's book series ever. For more information, please visit <http://www.berenstainbears.com>

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