



FOR IMMEDIATE RELEASE
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Butterfly Festival Raises Record Proceeds for Child Abuse Prevention

(Menasha, Wis.) – The 7th annual Butterfly Festival, held on Saturday, June 20 at City Park in Appleton, raised record proceeds of \$78,680 for child abuse prevention services in the Fox Valley. Funds raised at the event benefit the Parent Connection program of Family Services, a parent education and early learning program with offices in Menasha and Oshkosh.

Just over 2,000 guests attended the event, participating in children’s games and crafts, raffles, and a kids’ experience zone sponsored by local businesses. A brief program featured the work and mission of Parent Connection. The event culminated with a release of over 1,000 butterflies, representing Parent Connection’s dedication to “Helping Families Fly.”

Volunteers serving on this year’s event planning committee were Susanne Lumsden (Chair), Andrea Alpert-Buss, Lisa Betley, Marissa Downs, Amy Griffin, Lyssa King, Ann Krieg, Sara Montonati, Katie Sharratt and Nicole Weier. The event was presented by the Hand to Shoulder Center of Wisconsin. Other major sponsors included GLK Foods, RLJ Dental and Dr. Eric and Mary Erickson.

Parent Connection provides home visitation, family wellness workshops and other targeted services that prevent child abuse by educating parents, strengthening families and enhancing family stability.

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PHOTO CAPTION:

Family Services of Northeast Wisconsin President & CEO, Jeff Vande Leest, addresses the crowd at the 7th annual Butterfly Festival on Saturday, June 20. The event culminated with a group release of over 1,000 butterflies, representing the agency’s dedication to “Helping Families Fly”.

FOR THE EDITOR:

Parent Connection is a parent education and early learning program that encourages, strengthens and supports families. The program offers a variety of services, each designed to ease the transition into parenthood and make parenting less stressful and more enjoyable. Services include home visitation for first-time parents, family wellness workshops, teen parent programs, dads programs, family fun events, and more.



Family Services of Northeast Wisconsin, Inc.
www.familyservicesnew.org