



MEDIA ADVISORY

August 5, 2010

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The Children's Movement of Florida to Announce Launch of Milk Party Campaign

MIAMI, FL. – The Children's Movement of Florida will announce a statewide, non-partisan "Milk Party" campaign on behalf of Florida's children in Miami on **August 9, 2010**, as part of a statewide fly-around.

Led by a 27-member statewide steering committee of influential Floridians, the movement is organizing a sweeping series of 15 Milk Party rallies throughout Florida – from Pensacola to Key West – between Sept. 6 and Sept. 30.

The campaign's objective: To educate political, business and civic leaders – and all parents in Florida – about the urgent need to improve the way we care for infants, toddlers and all of our children, making the well-being and education of our children the state's highest priority.

More details will be available during a statewide series of media conferences in Orlando, Tampa-St. Petersburg and Tallahassee scheduled for Aug. 9. **Milk and cookies will be served.**

What: Launch of The Children's Movement of Florida's Milk Party Campaign

Date: Monday, August 9
9 a.m.

Where: Miami
United Way Center for Excellence in Early Education
3250 SW Third Ave., 2nd floor

Who:

- Co-chair David Lawrence Jr., retired publisher of The Miami Herald and founding chair of The Children's Trust of Miami-Dade County.
- Manny Diaz, an attorney twice elected mayor of Miami and former president of the U.S. Conference of Mayors.
- Ruth Shack, President Emeritus of the Dade Community Foundation and former Miami-Dade County Commissioner.
- Chief campaign strategist Sergio Bendixen, internationally known public opinion researcher and chief strategist of the two overwhelmingly successful campaigns to create and reauthorize The Children's Trust of Miami-Dade.

List of Local Steering Committee Members Attached

Miami-Dade Steering Committee:

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| Da-Venya Armstrong |
| Pastor Linda Freeman |
| Dorothy "Dottie" Johnson |
| David Lopez |
| Tamara Gant |
| Victor Curry |
| Ruth Shack |
| Modesto Abety |
| Diana Ragbeer |
| Emily Cardenas |
| Evelio Torres |
| Dr. Judith Schaechter |
| Dr. Abigail Thorman |
| Sydney Davis |
| Dawn Thomson |
| Elaine Adler |
| Karen Aronowitz |
| Carolyn Nelson-Goedert |
| Harve Mogul |
| Jessica Scher |
| Rick Beasley |
| Gina Cortes-Suarez |
| Octavio Verdeja, Jr. |
| David Williams, Jr. |

Broward Steering Committee:

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| Cindy Arenberg Seltzer |
| John Benz |
| Bob Butterworth, Esq. |
| Ana Cedeño |
| Rosa M. Cozad |
| Rosalyn Frazier |
| Dennis Haas |
| Skeet Jernigan |
| Margaret Kempel |
| Latha Krishnaiyer |
| Dr. Fred Lippman |
| Andrea Moore, Esq. |
| Reverend Dr. Rosalind Osgood |
| Representative Ari Porth |
| Senator Nan Rich |
| Leonard Samuels, Esq. |
| Dr. Barbara Weinstein |
| Penny Westberry |
| Martha Duran |
| Pepi Dunay |
| Alan Levy |
| Ana Valladares |

